

CHECKLIST

Your website ready for launch

What is legally required and what we strongly recommend. Tick off what's done.

In this checklist:

- Which company details must be on your site
- Privacy, forms and the newsletter
- Cookies and tracking
- Accessibility
- Texts, images, reviews and claims
- Technology and security
- Visibility in Google
- Testing before launch

BEFORE YOU START

How this checklist works

Go through the list with us before your website goes live. Tick off what's done. Unsure about an item? Leave it open and ask us.

What do the labels mean?**Required**

Always required by law. If it's missing, you risk a fine or a claim.

Required if...

Required in a specific situation. The item states when it applies to you.

Recommended

Not legally required, but it prevents problems and wins more customers.

Website or webshop?

Do you sell online to consumers? Then use the Webshop checklist. It contains everything in this list plus the rules for selling online.

Please note

This checklist is based on Dutch and EU rules as of October 2026. Article references are to Dutch law (DCC = Dutch Civil Code). It is a practical aid, not legal advice. If in doubt about your terms or a specific situation, consult a lawyer.

1 Company details on the site

Visitors must be able to see who they are dealing with in one click. Put this in the footer and on the contact page.

- ☐ **Company name**

The name registered with the Chamber of Commerce (KvK). For a BV or foundation, also the statutory name.

Art. 3:15d DCC

Required
- ☐ **Business address**

The address where your business is located. A PO box is not enough. Working from home? You still need to list an address.

Art. 3:15d DCC

Required
- ☐ **Chamber of Commerce (KvK) number**

Clearly visible, for example in the footer.

Art. 3:15d DCC, Trade Register Decree

Required
- ☐ **VAT identification number**

Applies if you offer products or services through the site. Use the VAT ID (NL...B01), never your VAT tax number (omzetbelastingnummer).

Art. 3:15d DCC

Required if...
- ☐ **Email address**

An address where you can be reached quickly and directly. A contact form alone is not enough.

Art. 3:15d DCC

Required
- ☐ **Profession and supervision**

Applies to regulated professions (e.g. lawyer, doctor, estate agent): list your professional title, professional body and supervisory authority.

Art. 3:15d DCC

Required if...
- ☐ **Phone number and opening hours**

Builds trust and generates more enquiries. Keep name, address and phone identical to your Google Business Profile.

Recommended

2 Privacy (GDPR)

Do you collect names, email addresses or other data through the site? Then the GDPR applies.

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|--------------------------|--|------------------------------|
| ☐ | <p>Privacy statement</p> <p>A separate page, accessible from every page. It explains who you are, what data you collect, why, how long you keep it, who you share it with and what rights visitors have.</p> <p>GDPR art. 13</p> | <p>Required</p> |
| ☐ | <p>Only ask for what you need</p> <p>Forms only request data you actually need. No mandatory date-of-birth or phone field without a reason.</p> <p>GDPR art. 5</p> | <p>Required</p> |
| ☐ | <p>Secure connection (https)</p> <p>A valid SSL certificate across the whole site. Forms sent over an insecure connection are not 'appropriate security'.</p> <p>GDPR art. 32</p> | <p>Required</p> |
| ☐ | <p>Data processing agreements</p> <p>With every party that processes personal data for you: hosting, email, newsletter, form or automation tools.</p> <p>GDPR art. 28</p> | <p>Required</p> |
| ☐ | <p>Newsletter only with consent</p> <p>A box the customer ticks themselves (not pre-ticked) and an unsubscribe link in every email.</p> <p>Dutch Telecommunications Act art. 11.7</p> | <p>Required</p> |
| ☐ | <p>Record of processing activities</p> <p>Applies if you process personal data regularly; according to the Dutch Data Protection Authority, that is true for almost every business. A simple spreadsheet is often enough.</p> <p>GDPR art. 30</p> | <p>Required if...</p> |

3

Cookies and tracking

Do you use Google Analytics, Meta Pixel, YouTube videos or other third-party scripts? Then these points matter.



Consent first, then load

Required if...

Applies to cookies and scripts that track or advertise. They may only load after the visitor says 'yes'. Functional cookies and privacy-friendly statistics are allowed without consent, but you must inform visitors about them.

Dutch Telecommunications Act art. 11.7a



Rejecting as easy as accepting

Required

A 'Reject' button in the same place and as prominent as 'Accept'. No pre-ticked boxes.

Dutch Data Protection Authority guidance



Cookie statement

Required

Which cookies are used, why, how long they last and which party sets them. Visitors must be able to change their choice later.

Dutch Telecommunications Act art. 11.7a



Google Consent Mode v2

Recommended

Not a law, but a Google requirement for measuring and advertising with GA4 and Google Ads in Europe.

4

Accessibility

About 1 in 5 people in the Netherlands has a disability. An accessible site works for them, and often better for everyone.



Accessible site (European Accessibility Act)

Required if...

Applies if consumers conclude contracts online through your site, such as booking and paying, and you are not a micro-enterprise (fewer than 10 employees and max. €2 million turnover or balance sheet total). It does not apply to a purely informational site.

Directive (EU) 2019/882

☐ **Get the basics right**

Recommended

Alt text on images, sufficient colour contrast, everything operable by keyboard, labelled form fields, readable font sizes. Even when not required: it makes your site usable for everyone.

☐ **Run a quick test**

Recommended

Use the free check at ismijnsitetoegankelijk.nl for a first impression.

5

Texts, images and claims

☐ **No misleading claims**

Required

Everything you promise must be true and provable: 'the cheapest', 'no. 1', 'delivered within 24 hours'.

Art. 6:193a et seq. DCC

☐ **Back up sustainability claims**

Required

Stricter rules since 27 September 2026. General claims like 'green' or 'eco-friendly' only with proof, no 'CO₂-neutral' based on offsetting and no self-made sustainability labels.

Directive (EU) 2024/825

☐ **Show reviews honestly**

Required if...

Applies if you display reviews. State whether and how you check that they come from real customers. Fake reviews, or showing only positive ones, are prohibited.

Omnibus Directive

☐ **Rights to photos, texts and video**

Required

Only images and texts you created yourself or hold a licence for. Check the licence for stock photos too.

Dutch Copyright Act

☐ **Prices including VAT**

Required if...

Applies if you show prices to consumers: always including VAT and all fixed costs.

Dutch Price Indication Decree

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- ☐ **Host fonts locally**
Load Google Fonts from your own server instead of from Google. No IP addresses go to Google and your site loads faster.

Recommended

6 Technology and security

- ☐ **Domain name in your name**
The domain is registered to your own company, not to your web developer. You hold the registrar login.
- ☐ **Automatic backups**
Daily, stored off the server, at least 30 days back. Test once that restoring actually works.
- ☐ **Updates**
WordPress, theme (Flatsome) and plugins kept up to date, with a valid licence. Outdated plugins are the main cause of hacks.
- ☐ **Secure logins**
Strong passwords, two-factor authentication, a personal account for everyone and as few administrators as possible.
- ☐ **Hosting in the EU**
Keeps your GDPR position simpler and often makes the site faster for Dutch visitors.
- ☐ **Email set up correctly**
SPF, DKIM and DMARC configured so form notifications and quotes don't end up in spam.

Recommended**Recommended****Recommended****Recommended****Recommended****Recommended**

7 Visibility in Google

- ☐ **Visible to Google**
After launch, check: Settings > Reading > 'Discourage search engines' is OFF. This often goes wrong when moving from a test site.

Recommended

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- ☐ **Search Console and sitemap**
 Site added to Google Search Console and the XML sitemap (Rank Math) submitted there.

Recommended

 - ☐ **Unique title and description**
 Every page has its own SEO title and meta description, and one H1 heading.

Recommended

 - ☐ **Redirect old URLs**
 New site with new URLs? Redirect every old URL to the new one with a 301. Otherwise you lose your Google rankings.

Recommended

 - ☐ **Google Business Profile**
 Created and verified, with the same name, address and phone as on the site.

Recommended

 - ☐ **Company data for Google**
 LocalBusiness or Organization markup via Rank Math, so Google understands your details.

Recommended

 - ☐ **Speed**
 Images as WebP, no larger than needed. Check pages in PageSpeed Insights, especially on mobile.

Recommended
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8

Testing before launch

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- ☐ **All forms tested**
 Does the message arrive? Does the customer get a confirmation? Is spam protection on?

Recommended

 - ☐ **All links and buttons tested**
 No broken links. A proper 404 page for addresses that don't exist.

Recommended

 - ☐ **Tested on a phone**
 Every page checked on a real phone, not just in the preview.

Recommended

 - ☐ **Favicon and share image**
 An icon in the browser tab and a proper image when someone shares a page via WhatsApp or LinkedIn.

Recommended
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Analytics working

GA4 tracks visits and enquiries, only after consent via the cookie banner.

Recommended



Own login and manual

The client has their own account (no shared password) and knows how to edit texts and images.

Recommended

HANDY

Cheat sheet

The required items at a glance.

Item	What must be there or work?
Company details	Name, address, KvK number, email (and VAT ID) in the footer.
Privacy statement	Separate page, linked in the footer.
Forms	Only necessary fields, https, processing agreements.
Cookie banner	Tracking only after 'yes', rejecting just as easy.
Newsletter	Opt-in by ticking, unsubscribe link in every email.
Claims and reviews	Accurate, substantiated, no fakes.
Images	Only licensed or your own work.
Google	Search engines not discouraged, Search Console set up.
Backups and updates	Automatic, off-site, tested.

Stuck, or want us to go through the list for you? Email us the name of your website and the items still open.

Meerman Online Marketing Bureau · info@meerman-webdesign.nl

More information: acm.nl, business.gov.nl, kvk.nl and autoriteitpersoonsgegevens.nl. Status: October 2026.