

PUBLIC OPERATIONAL GUIDE

Builder Website Setup and Launch Checklist

Audience	Builder customer and sales team
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Purpose

Use this checklist to prepare a supported Website Project from factual builder-provided content. It keeps private drafting, internal review and public delivery distinct.

1. Start the Website Project

- Create or open the Website Project that belongs to the correct builder workspace.
- Select the Website Project type in its own workflow. Multi Projects can bring together multiple eligible developments; other project types keep their own supported setup paths.
- Enter the saved website identity and required foundations. Do not use the setup to imply public delivery.

2. Prepare accurate content

- Link only the correct eligible Development records through the website workflow.
- Complete the relevant page foundations, including Home, Developments, Contact, navigation, lead-capture and SEO settings where the selected project type exposes them.
- Write and review factual builder-provided copy. Do not add unverified prices, availability, approvals, possession dates, location claims or legal statements.

3. Select media safely

- Use existing eligible Media Library images and PDFs in the supported private setup flows.
- Confirm permission, relevance and recorded alt text where the workflow requests it.
- Legacy Google Cloud Storage media that is unavailable remains unavailable. Re-upload an approved replacement if it is required.
- Video upload and delivery are deferred. Do not treat a video placeholder or external link as a supported public video launch.

4. Save, review and resolve readiness

- Save each draft explicitly. A saved draft is private workspace data, not a public webpage.
- Follow the review and readiness checks for the selected Website Project type. Resolve only the displayed saved-data blockers.
- A recorded internal live version is an internal lifecycle record. It is not proof that a public hostname, DNS, TLS, hosting, indexing or commercial access is ready.

5. Prepare for the later launch hand-off

- Confirm the intended Website Project, linked developments, content, media and review state with the builder.
- Use the Custom Domain, DNS and Publishing Guide if a customer-owned hostname is needed.
- Keep external production configuration, DNS action, TLS result, commercial access and public URL smoke testing with the responsible operator and support team.

Support and escalation

Use the configured public Support contact to clarify the current saved workflow or arrange the protected domain/commercial-access hand-off. Never send passwords, secure links, API credentials, payment details or buyer/lead personal data. Support does not convert a saved draft into a public website or bypass review, domain or access gates.

Before a commercial launch

Terms, Privacy and Support placeholder or configuration content must be replaced or completed through approved external legal and operating decisions. This guide is operational guidance, not legal advice or a launch approval.

Use only the current visible IND EstatePilot workflow and the responsible support process. This guide does not replace legal, compliance, security or external platform decisions.