BUILD A BUSINESS · BUILDER · 12 MIN READ

# After launch: your first 30 days

Set up a feedback loop, fix things in the right order, keep the app healthy, and choose what to build next.

Pass the check (4 of 5) online to earn the “Launch Keeper” badge:
https://digitalbuilders757.com/university/study/after-launch-your-first-30-days

## Launch is day one

Real users find things you never tested: a confusing button, a phone that shows the page oddly, a sign-up email in spam. That's good news; it's how products get better. Plan the first month as part of the launch, not an afterthought.

## Set up a feedback loop

- Add an easy way to reach you: a feedback link, a short form or a support email.
- Read every message in the first month and tag it: bug, question or idea.
- Reply quickly, even just 'thanks, we're on it'. Early users become your fans.
- Ask five users for a 15-minute chat about what they expected and what confused them.

## Fix in the right order

First anything that risks data or security, then anything that stops people signing up or paying, then confusion, and only then new ideas. Make each fix small, check it on a preview link, and keep a short changelog so users can see what improved. If a change breaks something, roll back first and investigate after.

## Keep it healthy and decide what's next

Once a week, glance at your logs and errors, your success number, and your costs and usage limits. Make sure backups exist, your domain renews automatically and keys are rotated if they ever leak. Then pick one improvement for the week based on what users told you, and say 'not yet' to the rest. Scope creep is just as dangerous after launch as before.

## Key terms

**Logs**
Records of what happened during a build or while the app ran, including errors.

**Preview deployment**
A private, shareable copy of a branch or pull request for testing.

**Issue**
A tracked to-do, bug report or idea in a repository.

**Rotate (a key)**
Replace a secret with a new one and revoke the old one.

**Rollback**
Switching production back to an earlier deploy when a release goes wrong.

**Metric**
A number you track to know if something is working.

**Regression**
Something that used to work and broke after a change.

**Scope creep**
Extra requests that sneak in without changing the price or timeline.

## Try it: Your 30-day plan

1. Add a feedback link or form to your app today.
2. Make a simple board with three columns: bugs, questions, ideas.
3. Write your weekly health check as a five-line checklist (logs, number, costs, backups, domain).
4. Book chats with five users and pick next week's one improvement from what they say.

KNOWLEDGE CHECK

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5 questions. Circle one answer for each; 4 or more correct passes. Answers are at the back.

### 1. Which problem should you fix first after launch?

A. A colour you don't love
B. A feature idea that a friend says everyone will love
C. A typo on the About page
D. A bug that could expose users' data

### 2. A new release breaks sign-up. Best first move?

A. Roll back, then investigate
B. Debug live while users are blocked
C. Wait to see if it fixes itself
D. Delete the database and recreate it from the latest schema

### 3. Why keep a changelog?

A. It's required by law
B. So users (and you) can see what changed and when
C. To make the app load faster
D. To hide bugs

### 4. What belongs in a weekly health check?

A. Only the number of likes and new followers on your social media posts
B. Rewriting the code from scratch
C. Errors, your success number, costs, backups and renewals
D. Nothing if no one complained

### 5. Users send twenty feature ideas. What now?

A. Build all twenty this week, since users asked for them
B. Ignore all feedback until the app has a thousand users
C. Start a new app
D. Pick the one that best serves your main goal

## Official sites

Vercel docs: Environments (preview and production): https://vercel.com/docs/deployments/environments
Y Combinator Startup School (free): https://www.startupschool.org
SBA: Find your local assistance: https://www.sba.gov/local-assistance

Last reviewed 2026-11-25. AI tools change fast; check each tool's own site for current features, plans and prices.

ANSWER KEY

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**1. D: A bug that could expose users' data**
Security and data issues come first, then anything blocking sign-up or payment.

**2. A: Roll back, then investigate**
Rolling back restores service fast; then you can find the cause calmly.

**3. B: So users (and you) can see what changed and when**
A changelog builds trust and helps you trace when a problem started.

**4. C: Errors, your success number, costs, backups and renewals**
A short routine catches problems before users do.

**5. D: Pick the one that best serves your main goal**
One focused improvement a week beats a pile of half-finished features.