Pre-Launch - Main Report Template

This template incorporates the new data fields we discussed (Visibility Index, SteamDB Competitive Data) and maintains your detailed, publisher-grade structure.

📄 STEAM LAUNCH READINESS AUDIT

🏷️ Client & Project Details

Key	Value
Game:	[GAME NAME]
Prepared for:	[DEVELOPER NAME]
Date:	[DATE]
By:	Kyle Smith

🌟 Executive Summary

Metric	Score/Count
Your Launch Readiness Score:	[X]/100
Critical Issues (Must Fix):	[X]
Important Optimizations (Should Fix):	[X]
Nice-to-Have Improvements:	[X]

Top 3 Priority Actions

1. [SPECIFIC ACTION]

2. [SPECIFIC ACTION]

3. [SPECIFIC ACTION]

Estimated Impact

- Wishlist conversion: +[X]%

- Launch day visibility: +[X]%

- Revenue potential: +$[X]K

1️⃣ Section 1: Steam Compliance Audit

✅ Passing (Ready to Go)

- ☐ [ ] Header capsule image (460×215)

- ☐ [ ] Main capsule (616×353)

- ☐ [ ] Small capsule (231×87)

- ☐ [ ] Minimum 5 screenshots

- ☐ [ ] Description 200+ words

- ☐ [ ] Age rating declared

- ☐ [ ] Mature content survey complete

- ☐ [ ] Release date set

- ☐ [ ] Price set for primary regions

⚠️ Needs Attention

Item Name	Current Status	Required	Action
[ITEM NAME]	[X]	[Y]	[Specific fix]
[ITEM NAME]	[X]	[Y]	[Specific fix]

❌ Critical Issues (Will Cause Problems)

Item Name	Problem	Action
[ITEM NAME]	[Description]	[Specific fix with exact steps]

Full Compliance Checklist

\<details\>

\<summary\>📋 Click to view detailed checklist\</summary\>

Store Page Requirements

- [ ] `[]` Game description minimum 200 words
- [ ] `[]` At least 5 screenshots (recommend 10)
- [ ] `[]` Header capsule image uploaded
- [ ] `[]` Main capsule image uploaded
- [ ] `[]` Small capsule uploaded
- [ ] `[]` At least 1 video (highly recommended)
- [ ] `[]` Correct genre/category tags
- [ ] `[]` All required sub-tag groups are covered **(NEW)**
- [ ] `[]` Age rating declared
- [ ] `[]` Mature content survey complete
- [ ] `[]` Languages supported listed

Build Requirements

- [ ] `[]` Depots configured correctly
- [ ] `[]` Language options match store claims
- [ ] `[]` Achievement setup (if applicable)
- [ ] `[]` Cloud save setup (if claimed)
- [ ] `[]` Controller support accurate

Regional/Legal

- [ ] `[]` Price set for all intended regions
- [ ] `[]` Price Volatility Check (Price changes in the last 30 days are limited) **(NEW)**
- [ ] `[]` Regions excluded if needed
- [ ] `[]` Content warnings for relevant markets
- [ ] `[]` GDPR compliance statement (if EU)

</details>

2️⃣ Section 2: Store Page Optimization

Capsule Image Analysis

Metric	Assessment
Current Assessment:	[GRADE]/10
Clarity and Relevance Score:	[X]/5 **(NEW)**
[Screenshot or description of current capsule]	

Issues Identified:

1. [Issue 1]

2. [Issue 2]

3. [Issue 3]

Recommendations:

1. [Specific change]

2. [Specific change]

3. [Specific change]

Description Optimization

Current First Paragraph:

[PASTE THEIR ACTUAL TEXT]

Problems:

1. [Issue 1]

2. [Issue 2]

3. [Issue 3]

Recommended Rewrite:

[YOUR SUGGESTED TEXT]

Recommended Structure:

- Hook (1-2 sentences: what makes this unique)
- Core loop (what you DO)
- Key features (bullet list)
- Unique selling points
- Social proof (reviews/awards if available)

Tags & Discoverability

Current Tags: [LIST CURRENT TAGS]

Visibility Index (Based on Traffic): [X]/100 (NEW METRIC)

Tag Type	Tag (w/ Follower Count)	Action/Rationale
High-Traffic (KEEP)	[Tag] - [Follower Count]	High relevance
High-Traffic (KEEP)	[Tag] - [Follower Count]	High relevance
Low-Value (REPLACE)	[Tag] - [Follower Count]	Replace with: [Better alternative]
Low-Value (REPLACE)	[Tag] - [Follower Count]	Replace with: [Better alternative]
Recommended New	[Tag] - [Follower Count]	[Why relevant]
Recommended New	[Tag] - [Follower Count]	[Why relevant]

Screenshot Strategy

Current Issues:

- Screenshot 1: [Problem]
- Screenshot 2: [Problem]
- Missing: [What's not shown]

Recommended Sequence:

1. [Description of ideal shot]
2. [Description of ideal shot]

3. [Description of ideal shot]

4. [Description of ideal shot]

5. [Description of ideal shot]

6. [Description of ideal shot]

7. [Description of ideal shot]

8. [Description of ideal shot]

Specific Actions:

- Replace: [Current screenshot X] with [New content]

- Add: [New screenshot showing X]

- Reorder: [Move X to position Y]

Competitive Benchmark

Element	Your Game	[Comp 1]	[Comp 2]	Recommendation
Capsule clarity	[X/10]	[X/10]	[X/10]	[Action]
Description hook	[X/10]	[X/10]	[X/10]	[Action]
Screenshot count	[X]	[X]	[X]	[Action]
Tag optimization	[X/10]	[X/10]	[X/10]	[Action]
Price positioning	$[X]	$[X]	$[X]	[Action]

3️⃣ Section 3: Regional Pricing Strategy

Recommended Base Price: $[X.XX] USD

Pricing Philosophy: [Competitive / Value / Premium]

Reasoning:

- Genre standards: [Competitors priced at $X-Y]

- Content scope: [Hours of gameplay]

- Production value: [Polish level]

- Market positioning: [Why this price]

Tier 1 Markets (80% of Revenue)

Region	Price	Rationale
United States	$[X.XX]	[Reasoning]
Europe	€[X.XX]	[Reasoning, includes VAT consideration]
United Kingdom	£[X.XX]	[Reasoning]
Canada	$[X.XX] CAD	[Reasoning]
Australia	$[X.XX] AUD	[Reasoning]

Tier 2 Growth Markets

Region	Strategy	Price	Rationale
Brazil	[Aggressive/Standard/Premium]	R$[X.XX]	[Reasoning]
Russia	[Aggressive/Standard/Premium]	₽[XXX]	[Reasoning]
China	[Aggressive/Standard/Premium]	¥[XX]	[Reasoning]
India	[Aggressive/Standard/Premium]	₹[XXX]	[Reasoning]
Japan	[Aggressive/Standard/Premium]	¥[XXX]	[Reasoning]

Tier 3 Bulk Regions

Applied [X]% adjustment to Steam defaults for: Latin America (excluding Brazil), Southeast Asia, Eastern Europe, Middle East, Africa.

ATTACHED: pricing_[gamename].csv

→ Ready to upload to Steam Partner dashboard

4️⃣ Section 4: Launch Timing Analysis

Target Launch Window: [Month Year]

Recommended Launch Date: [Specific Date]

Why This Date:

1. [Reason 1]

2. [Reason 2]

3. [Reason 3]

Competitive Calendar (Based on SteamDB Data)

Major Releases to Avoid	Date	Follower Estimate	Conflict
[Game]	[Date]	[Wishlist/Follower Estimate]	[Why it conflicts]
[Game]	[Date]	[Wishlist/Follower Estimate]	[Why it conflicts]

Optimal Launch Windows:

- **PRIMARY:** [Date Range] Gap in competitive releases / [Other advantages]
- **BACKUP:** [Date Range] If primary date slips / [Why it's viable]

Dates to ABSOLUTELY AVOID:

- [Date] : [Reason]
- [Date] : [Reason]

Steam Seasonal Events

- Next Major Sale: [Date]
- Your strategy: Launch [X weeks] before to build reviews
- Relevant Steam Festivals: [Festival]: [Date] , [Festival]: [Date]

Priority Action Plan

Timeframe	Action
This Week	[ ] [Action 1] , [ ] [Action 2] , [ ] [Action 3]
Next 2 Weeks	[ ] [Action 1] , [ ] [Action 2] , [ ] [Action 3]
Before Launch (4+ Weeks)	[ ] [Action 1] , [ ] [Action 2] , [ ] [Action 3]

➡️ Next Steps

- Your 30-minute strategy call: [Calendly link]

- Questions: Reply to delivery email

- Launch day support: I'll send final checklist 1 week before launch

Resources

- Steam Documentation: steamworks.com

- SteamDB: steamdb.info

- Competitor Research: [Links to similar games to study]