

# The Ultimate Website Launch Checklist

The logo for BOX UK, featuring the word "BOX" in a large, bold, white sans-serif font, with "UK" in a smaller, white sans-serif font to its upper right, all set against a dark grey rectangular background.

## Pre-Launch

### Content and Style

#### Typography and layout

Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes ☐

Check headings for where you could potentially use ligatures ☐

Check for widow/orphan terms in important paragraphs ☐

#### Spelling and grammar

Consistency ☐

Capitalisation (especially of main headings) ☐

Tense/Style of writing ☐

Recurring/common phrases (e.g. 'More about X' links) ☐

Variations in words (e.g. Websites vs Web Sites, or UK vs US spelling) ☐

Treatment of bulleted lists (e.g. periods or commas at end of each item) ☐

Check for hard-coded links to staging domain (i.e. ensure all links will change to 'live' URL/domain when site is launched) ☐

Ensure no test content on site ☐

Check how important pages (e.g. content items) print ☐

For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing ☐

Check all 'Hidden Copy' (e.g. alt text, transcriptions, text in JavaScript functions) ☐

## Standards and Validation

- |                       |                          |
|-----------------------|--------------------------|
| Accessibility         | <input type="checkbox"/> |
| HTML validation       | <input type="checkbox"/> |
| JavaScript validation | <input type="checkbox"/> |
| CSS validation        | <input type="checkbox"/> |

## Search Engine Visibility, SEO and Metrics

- |  |                          |
|--|--------------------------|
| Page Titles are important; ensure they make sense and have relevant keywords in them.  | <input type="checkbox"/> |
| Create metadata descriptions for important pages.  | <input type="checkbox"/> |
| Check for canonical domain issues (e.g. variations in links to <a href="http://site.com">http://site.com</a> <a href="http://www.site.com">http://www.site.com</a> | <input type="checkbox"/> |
| <a href="http://www.site.com/index.html">http://www.site.com/index.html</a> should be reduced to a single consistent style)  | <input type="checkbox"/> |
| Ensure content is marked-up semantically/correctly (<h1>, etc.)  | <input type="checkbox"/> |
| Check for target keyword usage in general content  | <input type="checkbox"/> |
| Check format (user/search engine friendliness) of URLs   | <input type="checkbox"/> |
| Set up Analytics, FeedBurner, and any other packages for measuring ongoing success   | <input type="checkbox"/> |
| Create an XML Sitemap  | <input type="checkbox"/> |
| Configure Google Webmaster Console and Yahoo! Site Explorer  | <input type="checkbox"/> |

## Functional Testing

Check all bespoke/complex functionality ☐

Check search functionality (including relevance of results) ☐

Check on common variations of browser (Internet Explorer, Firefox, Safari, Chrome etc.), version (6, 7, 2.2, 3.1 etc.) and platform (Windows, OSX, Linux) ☐

Check on common variations of Screen Resolution ☐

Test all forms (e.g. contact us, blog comments), including anti-spam features, response emails/text, etc. ☐

Test without JavaScript, Flash, and other plug-ins ☐

Check all external links are valid ☐

## Security/Risk

Configure backup schedule, and test recovery from backup. ☐

Protect any sensitive pages (e.g. administration area) ☐

Use robots.txt where necessary ☐

Security/Penetration test ☐

Turn-off verbose error reporting ☐

Check disk space/capacity ☐

Set-up email/SMS monitoring/alerts (e.g. for errors, server warnings); consider internal and external monitoring services ☐

## Performance

Load test ☐

Check image optimisation ☐

Check and implement caching where necessary ☐

Check total page size/download time ☐

Minify/compress static (JavaScript/HTML/CSS) files ☐

Optimise your CSS: use short image paths; make full-use 'cascading' nature of CSS, etc. ☐

Check correct database indexing ☐

Check configuration at every level (Web server, Database, any other software e.g. Content Management System) ☐

Configure server-based logging/measurement tools (e.g. database/web server logging) ☐

## Finishing Touches

Create custom 404/error pages ☐

Create a favicon ☐

## Post-Launch

### Marketing

Social Marketing: Twitter, LinkedIn, Digg, Facebook, Stumbleupon, etc. ☐

Submit to search engines ☐

### Ongoing

Monitor and respond to feedback (direct feedback, on Social Media sites, check for chatter through Google, etc.) ☐

Check analytics for problems, popular pages etc. and adjust as necessary ☐

Update content ☐