

Go-Live checks

Once the developer has gone through this list, get someone other than whoever built the project to go through this list too; fresh eyes will catch things the main developer will miss just because the developer is likely too familiar with the project by now.

Functionality

Check it's doing what it ought to be doing from the perspective of a website visitor:

- Are the contact details on the contact page and footer correct?
- Are the social media icons linked to the right accounts?
- Can you navigate around the site correctly? Do all the pages work?
- Make up a URL, try and visit it; Is there a 404 page?

Design/Content

- Does the site look & work OK in Firefox?
- Does the site look & work OK in Chrome?
- Does the site look & work OK in Safari?
- Does the site look & work OK in IE 10?
- Does the site look & work OK in IE 9?
- Does the site look & work OK in IE 8?
- Does the site look & work OK on an iPhone?
- Does the site look & work OK on an iPad?

If there's a language switcher: test all of that again in the other language!

Craftsmanship

- Is there **only one** main domain. Either with or without the www. Never both.

- Check that directory listings are not available (Google can't access /content etc)
 - If they are available, we need to set Apache to disable Indexes
- Open the site in a browser, Inspect Element, Network Tab, reload... How fat is the page?!
 - Have all the images been crushed? (CodeKit can do this as a batch operation)
 - Has the CSS been minified? (CodeKit can do this as a batch operation)
 - Has the JS been minified? (CodeKit can do this as a batch operation)
 - Are the images and assets being correctly cached by the browser?
 - Are the HTML/JS/Fonts being sent GZIPPED?
 - Are there as few HTTP requests as possible?

Back-end checks

- Has a non-admin user been set up for the CMS?
 - Has that user got correctly restricted roles and permissions?
 - Has that user got a working email address in the CMS?
- If the site is supposed to send email, does it actually send email?
 - Is it being sent "from" the right account?
- If there are forms, are the results being saved/processed correctly?
- If there are newsletter sign-ups, are they going to the correct account?
- If there are e-commerce elements, does the **whole process** actually work?
 - Are the orders taken correctly?
 - Are the payments getting through correctly?
 - Are the notification emails correct?

SEO Checks

- Are there good values on all pages for:
 - Page Title

- Meta Description
- Are heading tags correctly used? h1, h2 etc.
- Are heading tags useful and meaningful?
- Is Google Analytics set up for this site?
- Is the GA account set for the right TLD? Either with or without the www.
- Is the Google Analytics code on *all* the templates?
- Has automatic reporting been set up in Google Analytics?
- Does the client have remote access to analytics?

CMS specific checks

In particular with WordPress; take a look at the documentation for that CMS (it's in the dev folder of your projects, and an up-to-date hard copy is in the rack over Marc's head). There may be advice for things like installing caching plug-ins and specific security practices you need to check you've done.

Documentation

- Have the details for the live server FTP/SVN/GIT been put in 1Password?
- Are the user's log-in details in 1Password?
- If you've been logging in with a simple password during development, CHANGE THE PASSWORD to something secure.
- Have all the signed-off PSD designs been added into the 3_design folder?
- Are there any quirks that need documenting in the 0_documentation folder? e.g., domain registra log-in details.
- Has the sign off for the BluePrint been put in the dev/0_documentation folder?
- Has the sign off for the Designs been put in the dev/0_documentation folder?
- Has the sign off for the Go Live been put in the dev/0_documentation folder?
- Has the entire of the dev folder as well as the www folder been committed to SVN/GIT?

Next Steps

Once that's all done, and the site is confirmed working on the live server (putting the site live is in another document!):

- Tell the team, we like it when our work goes live!
- Book a de-brief meeting into the calendar 2 weeks from now. Invite as many of the team as possible.