

Day 7: Live Deployment and Post-Launch Checklist

Live Deployment

1. Prepare the Hosting Environment:

- ✓ Confirm the hosting provider is set up (e.g., AWS, Vercel, Netlify, etc.).
- ✓ Ensure that the deployment pipeline is configured and functional (CI/CD tools if applicable).
- ✓ Test the environment with a staging build.

2. Final Testing Before Deployment:

- ✓ Cross-browser compatibility checks (e.g., Chrome, Safari, Edge).
- ✓ Mobile responsiveness tests on multiple devices.
- ✓ Resolve any critical bugs or warnings from QA.
- ✓ Ensure SEO-related meta tags and structured data are in place.

3. Database Configuration:

- ✓ Migrate the latest data (if applicable).
- ✓ Test database performance and scalability under load.

4. Version Control and Backup:

- ✓ Tag the final version in the repository (e.g., v1.0).
- ✓ Create a backup of all files, configurations, and database.

5. Deployment:

- ✓ Deploy the production build to the live server.
- ✓ Perform sanity checks post-deployment (website loads, functionality works).

Post-Launch Practices

1. Website Performance Monitoring:

- ✓ Set up performance monitoring tools (e.g., Google Analytics, New Relic).
- ✓ Monitor page speed and load times.

2. Error Tracking and Reporting:

- ✓ Configure error monitoring services (e.g., Sentry, LogRocket).
- ✓ Review logs for immediate issues post-deployment.

3. User Experience and Feedback:

- ✓ Enable a feedback mechanism (surveys, chatbots, etc.).
- ✓ Address user feedback rapidly.

4. Marketing and Outreach:

- ✓ Announce the launch on all relevant platforms (social media, newsletters).
- ✓ Validate that tracking URLs for campaigns are functioning.

5. Scalability Testing:

- ✓ Conduct stress testing (simulating high traffic scenarios).
- ✓ Ensure resources can scale dynamically if needed.

6. Documentation and Handover:

- ✓ Document any remaining issues for future resolution.
- ✓ Share deployment and operational details with team members.

General

Domains

Environments

Environment Variables

Git

Integrations

Deployment Protection

Functions

Data Cache

Cron Jobs

Log Drains

Security

Advanced

☒ Automatically expose [System Environment Variables](#)

All Environments

⌵ Last Updated ⌵



SANITY_API_READ_TOKEN

All Environments



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Added 1d ago



SANITY_API_TOKEN

All Environments



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Added 1d ago



NEXT_PUBLIC_SANITY_API_VERSION

All Environments



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Added 1d ago



NEXT_PUBLIC_SANITY_DATASET

All Environments



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Added 1d ago



NEXT_PUBLIC_SANITY_PROJECT_ID

All Environments



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Added 1d ago



Shared Environment Variables