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:

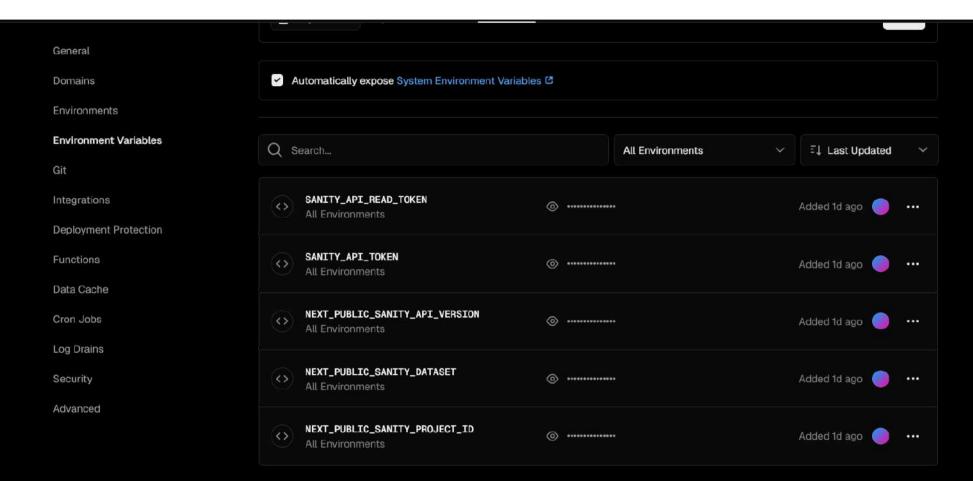
- Announce the launch on all relevant platforms (social media, newsletters).
- Validate that tracking URLs for campaigns are functioning.

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.



Shared Environment Variables