**Pre-Launch Checklist**

1. **Text Content**
   1. **Spelling** and grammar
   2. **Punctuation marks**: apostrophes,  quotation marks, hyphens, dashes…
   3. **Special characters** such as ampersands, copyright symbols, dollar signs, etc.
   4. **Variations** in word treatments (e.g.*website* vs. *web site* vs. *Web site*)
   5. **Consistency** (e.g. periods — or not — after bulleted list items)
2. **Links & Pages**
   1. Do **all links** work and point to their  intended destination?
   2. Do all pages **load properly**?
   3. Is all intended page content **present**?
   4. Does **embedded media** (e.g. video, audio)  load and play properly?
   5. Do any pages contain **“lorem ipsum”****text** or placeholder images?)
3. **Forms**Fill out any and all forms and note:
   1. Does **inline validation** work?
   2. Will the form submit **if required fields are missing**?
   3. Does a completed form get sent to  the **right person**?
   4. Does the email they receive contain **all field data or menu selections**?
4. **Browsers & Devices**
   1. Do all **pages load** in all agreed-upon  browsers, OS platforms and devices?
   2. Do **navigation controls** and **links** work as expected?
   3. Does all **functionality** (e.g. forms, media viewing, downloads, etc.) work as expected?
   4. Do all **plugins** or **widgets** work as expected?
   5. Does **responsive functionality** perform  as expected?
5. **Code Validation**Use a validator service like the **W3C Markup Validation Service**: <http://validator.w3.org>
   1. Browsers *will* display poorly formed HTML — in the absence of valid code, it makes a **guess about what you intended**.
   2. **Different browsers** (and different versions of the same browser) make **different guesses**.
   3. Aside from not displaying your site properly, the browser may also **freeze** or **crash**.
6. **Little Things**
   1. If the site was built at a test URL, **make sure all individual link URLs change** and are tested on upload to the live server.
   2. Does the site has a **favicon?**
   3. Does every page have a unique **title tag**?
   4. Does the site have an **XML sitemap**?
   5. Do you have a **full backup** of the site  and database(s) in their current, approved, *working* state?