



Launch Check List

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	
Capitalization (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	
HTML validation	
JavaScript validation	
CSS validation	
Search Engine Visibility, SEO and Metrics	
Page Titles are important; ensure they make sense and have relevant keywords in them.	
Create metadata descriptions for important pages.	
Check for canonical domain issues (e.g. variations in links to http://site.com http://www.site.com http://www.site.com/index.html should be reduced to a single consistent style)	
Ensure content is marked-up semantically/correctly (<h1>, etc.)	
Check for target keyword usage in general content	
Check format (user/search engine friendliness) of URLs	
Set up Analytics, FeedBurner, and any other packages for measuring ongoing success	
Create an XML Sitemap	
Configure Google Webmaster Console and Yahoo! Site Explorer	
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 <i>test</i> 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 <i>and</i> 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	
Set-up PPC/Google Adwords where necessary	
Check formatting of site results in SERPs	
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	

Once the launch checklist has been completed, it will need at least one of the following signatures: Executive Producer, Technology Lead or Technology Director.

Signature: _____ Date: _____