# Launch Check List

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| **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 *test* 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 *and* 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:\_\_\_\_\_\_\_\_\_\_\_\_\_\_