

Publishing Phase Checklist

- Installer version of the game (no admin requirements, makes a shortcut on to desktop, etc.)
- Compatible version of the game, with compatibility settings
- Make server hosting process more simple so it's easy for casuals/technologically slow
- Major bugs and usability issues fixed
- Logging system implemented
- Trailer
- IndieDB page (track traffic, downloads, etc.) *managed by Jake*
- Facebook page *managed by Pav*
- Twitter account *managed by Taygen*
- Reddit account *managed by Chris*
- Tumblr page *managed by Zanda*
- Google+ channel *managed by Julian*
- Imgur, Giphy and Youtube channel managed
- Graphic content for pages
- Team logo
- Updated Credits screen
- Splash screens (including copyright text)
- .exe icon
- Push download URL to various sites (e.g. cnet)
- Push IndieDB page URL to various sites (forums, big Facebook community pages, etc.)
- Press release (game selling summary and link to game site, download URL, and trailer)
 - Far more than 50 valid channels (blogs, review sites, reviewers, opinion leaders, etc.)
- Licensing check
- Archive project
- Team IP agreement
- Constant updating of public pages and accounts and responding to feedback/questions

Publishing Phase Plan

1. Ensure IndieDB, Facebook, Twitter, Tumblr, Youtube channel, etc. link to each other
2. Have a team logo!
3. Ensure IndieDB, Facebook, Twitter, Tumblr, Youtube channel, etc. has suitable and appealing background, icon, header, etc.
4. Upload screenshots and gameplay shorts to appropriate channels
5. Upload trailer to Youtube
6. Share trailer on IndieDB, Facebook, Twitter, Tumblr, etc.
7. Share trailer on personal Facebook walls
8. Invite friends to like the page using the 'invite friends to like this page' function on the Facebook page
9. Share trailer and with link to Facebook page and IndieDB page on popular Facebook communities we're active on
10. Press Release!

License issues

- Your responsibility to stay on right side of licensing
 - Most licensing is affected by whether you can make *any* money on the game
 - Carefully read licensing terms for engine, assets, tools
- Being nice and giving full credit and links always helps
- Get on the right side of licensing *before* they smell money

Archive your project

- The released installer
- Full source materials to rebuild project from scratch
- High-res texture/model/audio source materials
- Design materials, used and future
 - Discarded ideas
 - Playtest notes
 - Concept art
- Gameplay video (the long one, not just the trailer)
- Give everyone in team a copy on DVD or other read-only permanent medium
- Put all on SVN
 - Video in a root-level folder called "video"
- Leave Indie-DB site alone – I often use these links years later!

Publish your game site

- Some solutions
 - Facebook page (must be public)
 - Instant site platforms: WordPress.com, Wix, SquareSpace, etc
 - IndieDB page alone can be enough if well used
 - Best: A custom-built site on your own domain
- Must have:
 - You have full control over its contents
 - Open to public: no login/signup required to see your content
 - Pitches your game with excitement and professionalism
 - Easy, prominent link to download your setup / play directly
 - Easy way to contact you
 - Publically visible means to provide and read feedback and comments
 - Tracks number of downloads/uses of your product

archimages thing

go to indiedb and download the game to show it's up there

system requirements posted somewhere

start the game and check credits

check copyright

settings to low end machines vs high (bonus thing)

looking through indiedb pages

checked actual website (we don't have one)

tracks number of downloads

checking news feed (ie twitter, facebook)

asking about Dev blogs

checking logging

asking if have user hardware profiles

crash logs

have we analysed data

asking about forum posts

asking about facebook

have we engaged with fan comments (on indiedb or facebook or whatever)

show press release

emails, show outbox (asking for total number of people contacted)

Show archive svn (or github, want to see the video there)

show agreement

any extras that might not be on the list that we think they might want to see

(they showed off extra videos they made, talked about ranking and views on indiedb and such)