

Website Launch Checklist

Website Launch Checklist

NESK WEBART



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Web systems and design
<http://www.neskwebart.com>

Website Launch Checklist

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Pre-Launch

Content & Style	
Typography and layout	<input type="checkbox"/>
▶ Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes	<input type="checkbox"/>
▶ Check headings for where you could potentially use ligatures	<input type="checkbox"/>
▶ Check for widow/orphan terms in important paragraphs	<input type="checkbox"/>
Spelling and grammar	<input type="checkbox"/>
Consistency	<input type="checkbox"/>
▶ Capitalisation (especially of main headings)	<input type="checkbox"/>
▶ Tense/Style of writing	<input type="checkbox"/>
▶ Recurring/common phrases (e.g. 'More about X' links)	<input type="checkbox"/>
▶ Variations in words (e.g. Websites vs Web Sites, or UK vs US spelling)	<input type="checkbox"/>
▶ Treatment of bulleted lists (e.g. periods or commas at end of each item)	<input type="checkbox"/>
Check for hard-coded links to staging domain (i.e. ensure all links will change to 'live' URL/domain when site is launched)	<input type="checkbox"/>
Ensure no test content on site	<input type="checkbox"/>
Check how important pages (e.g. content items) print	<input type="checkbox"/>
For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing	<input type="checkbox"/>
Check all 'Hidden Copy' (e.g. alt text, transcriptions, text in JavaScript functions)	<input type="checkbox"/>

Standards and Validation	
Accessibility	<input type="checkbox"/>
HTML validation	<input type="checkbox"/>
JavaScript validation	<input type="checkbox"/>
CSS validation	<input type="checkbox"/>

Search Engine Visibility, SEO and Metrics	
Page Titles are important; ensure they make sense and have relevant keywords in them	<input type="checkbox"/>
Create metadata descriptions for important pages	<input type="checkbox"/>
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 consistent style)	<input type="checkbox"/>
Ensure content is marked-up semantically/correctly (<h1>, etc.)	<input type="checkbox"/>
Check for target keyword usage in general content	<input type="checkbox"/>
Check format (user/search engine friendliness) of URLs	<input type="checkbox"/>
Set up Analytics, FeedBurner, and any other packages for measuring ongoing success	<input type="checkbox"/>
Create an XML Sitemap	<input type="checkbox"/>
Configure Google Webmaster Console and Yahoo! Site Explorer	<input type="checkbox"/>

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Functional Testing	
Check all bespoke/complex functionality	<input type="checkbox"/>
Check search functionality (including relevance of results)	<input type="checkbox"/>
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)	<input type="checkbox"/>
Check on common variations of Screen Resolution	<input type="checkbox"/>
Test all forms (e.g. contact us, blog comments), including anti-spam features, response emails/text, etc.	<input type="checkbox"/>
Test without JavaScript, Flash, and other plug-ins	<input type="checkbox"/>
Check all external links are valid	<input type="checkbox"/>
Security/Risk	
Configure backup schedule, and test recovery from backup.	<input type="checkbox"/>
Protect any sensitive pages (e.g. administration area)	<input type="checkbox"/>
Use robots.txt where necessary	<input type="checkbox"/>
Security/Penetration test	<input type="checkbox"/>
Turn-off verbose error reporting	<input type="checkbox"/>
Check disk space/capacity	<input type="checkbox"/>
Set-up email/SMS monitoring/alerts (e.g. for errors, server warnings); consider internal and external monitoring services	<input type="checkbox"/>
Performance	
Load test	<input type="checkbox"/>
Check image optimisation	<input type="checkbox"/>
Check and implement caching where necessary	<input type="checkbox"/>
Check total page size/download time	<input type="checkbox"/>
Minify/compress static (JavaScript/HTML/CSS) files	<input type="checkbox"/>
Optimise your CSS: use short image paths; make full-use cascading nature of CSS, etc.	<input type="checkbox"/>
Check correct database indexing	<input type="checkbox"/>
Check configuration at every level (Web server, Database, any other software e.g. Content Management System)	<input type="checkbox"/>
Configure server-based logging/measurement tools (e.g. database/web server logging)	<input type="checkbox"/>
Finishing Touches	
Create custom 404/error pages	<input type="checkbox"/>
Create a favicon	<input type="checkbox"/>

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Post-Launch

Marketing	
Social Marketing: Twitter, LinkedIn, Digg, Facebook, Stumbleupon, etc.	<input type="checkbox"/>
Submit to search engines	<input type="checkbox"/>
Set-up PPC/Google Adwords where necessary	<input type="checkbox"/>
Check formatting of site results in SERPs	<input type="checkbox"/>
Ongoing	
Monitor and respond to feedback (direct feedback, on Social Media sites, check for chatter through Google, etc.)	<input type="checkbox"/>
Check analytics for problems, popular pages etc. and adjust as necessary	<input type="checkbox"/>
Update content	<input type="checkbox"/>

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