

# The Ultimate Go Live Checklist



## Pre Launch

Content and 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 single 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
- 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