

WEBSITE LAUNCH: Your Pre-Launch Checklist for Success

Avoid missteps when launching your new website. This pre-launch checklist will help make sure you are primed and ready to go live.



✓ WILL I BE ABLE TO TRACK MY SITE'S PERFORMANCE AFTER LAUNCH?

- > Confirm analytics is properly installed
- > Confirm that Google Tag Manager has been implemented
- > Confirm your events and goal tracking have been identified and setup

✓ WILL A CUSTOMERS' EXPERIENCE ON THEIR MOBILE PHONE BE JUST AS GREAT AS FROM A LAPTOP?

- > Check the site's mobile compatibility on multiple devices (phones, tablets, PCs)
- > Leverage online tools like Google's Mobile-Friendly Test Tool, Screenfly, or MobileTest.me

✓ CAN MY CUSTOMER'S FIND ME ON FACEBOOK AND TWITTER?

- > Confirm that social media icons are available on the site
- > Check that your social media icons link properly to your social profiles
- > Test your social share buttons for all your social channels

✓ WILL THE WEBSITE LOOK THE SAME FOR ALL MY CUSTOMERS?

- > Check the website in all browsers: Internet Explorer, Chrome, Safari and Firefox
- > Use Browsershots as a starting point for testing (but don't rely on it!)

✓ WILL THE USER INTERACTION BE FLAWLESS?

- > Click your links and confirm that they all work perfectly
- > Test all your contact forms
- > Go through the purchase process

✓ ARE ALL MY ON-PAGE SEARCH ENGINE OPTIMIZATION ELEMENTS IN PLACE?

- > Check that all pages have properly written title tags, meta descriptions, alt tags
- > Implement 301 redirects and correct any internally-occurring 404 errors
- > Structured data has been leveraged where it makes sense

✓ WILL MY BRAND SHINE?

- > Add eye-catching favicons that look great in all browser and device types

There are many components of a website to review and test before it goes live. Prior to starting any website project, be sure to inquire about your development company's pre-launch process.