

Pre-Launch Website Checklist



Website Content

- Placeholder text removed
- Content proofed for grammar, spelling, typos and clarity
- Downloadable content (e.g., lead magnets) proofed
- Paragraphs, headers, lists are formatted correctly
- Contact details correct on every page
- Images display correctly
- Video/audio display and play correctly
- All internal links work
- All external links work
- 404 page in place
- Redirects work
- URLs reflect site architecture

Website Administration

- Licenses for images, fonts, plugins, etc. procured
- Copyright notice displayed
- Copy of the website made for backup purposes
- Passwords and other credentials stored in a secure place
- Website compliant with applicable laws and regulations (e.g. privacy policies, accessibility, cookies, usage)

Website Analytics (optional)

- Analytics codes inserted
- Relevant IP addresses excluded from tracking
- Google Webmaster and Google Analytics accounts synced

Website Testing

- Site works in the most common browsers (and most common versions), including:
 - Safari
 - Firefox
 - Chrome
 - Internet Explorer
 - Microsoft Edge
- Site displays correctly on most common devices, including:
 - Phone
 - Tablet
 - Laptop
 - Desktop

(Websites such as **CrossBrowserTesting.com** can facilitate the testing process.)

Website Function

- Company logo links to home page
- All forms submit data correctly
- All forms email to correct address
- Thank-you message displays (or redirects) after form is submitted
- Form auto responders work
- External links open in new tabs
- Social sharing icons work
- Page load time is acceptable
- Social media posting works
- Feeds work (RSS, news, social media)
- Scripts optimized across web pages
- Images optimized across web pages
- CSS optimized across web pages
- Favicon is in place and renders properly
- Integrations with third-party tools work

SEO

- All pages and posts have unique titles of less than 70 characters
- All pages and posts have unique meta descriptions of less than 156 characters
- Pages and posts have less than 10 keywords in page copy
- Images have optimized titles and alt text