

Website Pre-Launch Checklist

Content

- All Pages Have Been Created?
- Correct Content is on each page?
- Content has been proofread for spelling, grammar, SEO, and marketing optimization?
- Content is optimized for targeted keywords?

Layout/Design

- All Pages are displaying everything correctly?
- The Website works in Chrome, Safari, Firefox, Opera, IE, and Mobile Browsers?
- Site has been tested and works on all screen resolutions?
- Favicon has been created and uploaded?

Usability

- All Forms work correctly?
- All logins work correctly?
- All downloads work correctly?
- Site loading time has been optimized?
- 404 pages have been created?

SEO

- Title tags are optimized?
- Meta descriptions are optimized?
- Images have optimized alt tags?
- Are there any broken links?
- Sitemap and Robots.txt have been created?
- Canonical Domain issues have been resolved?
- Permalink structure has been set up?
- Company business name, address, map, and address are coded with Schema?

Created for you by Chris Steurer. Please share this with anyone who may find it useful.

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Marketing

- Google Analytics is installed?
- Google and Bing Webmaster tools have been set up?
- Call To Action On Every Page?
- Offers and lead capturing are in place?

Code

- Has the code been validated?
- Code gracefully degrades?
- All plugins are up to date and working?

Performance

- Website has been backed up?
- Site uptime is being monitored?
- Server errors send email or text to admin?