

PRE- LAUNCH checklist

CONTENT	
Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes	
Consistency	
Writing style / tense	
Recurring/common phrases (e.g. 'More about X' links)	
Ensure no test content on site	
For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing	
FUNCTIONAL TESTING	
Check on common variations of browser (Internet Explorer, Firefox, Safari, Chrome etc.), version (10, 11, 13.5 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.	
Check all outgoing links are valid	
PERFORMANCE	
Server load test	
Check image optimization	
Check total page size / download time	
MARKETING & FUNCTIONALITY	
Check social media marketing setup (facebook/twitter/linkedin/etc share/follow buttons)	
Verify SEO (meta-tags, XML sitemap, html sitemap, etc)	
Check all functionality (forms, apps, builders, eCommerce cart, etc)	
Set-up Google Analytics	
Check for broken links and setup proper redirections	
Setup a recurrent backup	
HTML / CSS validation (0 to 20 errors range)	