



# Website Launch Checklist

**Client:** \_\_\_\_\_

1. Check site for errors / browser testing
2. Check spelling, grammar, punctuation
3. Test contact forms (try to create errors)
4. Validate HTML <https://validator.w3.org/>
5. Find bad URLs with <https://validator.w3.org/checklink>
6. Valid 404 page (not indexed)
7. Form submission page (not indexed)
8. Pages have unique page titles (Fewer than 70 chars, includes keywords)
9. Pages have unique meta descriptions (Under 160 Chars, includes page keywords)
10. robots.txt – is it set up to only index page content and ignore page scripts
11. Social Media Integration – Are all profiles set up and ready to go
12. Image Alt Tags
13. Google Analytics
  - a. Set Up Analytics Account
  - b. Share with needed Google Accounts
  - c. Create Google Maps Business Location
14. FavIcon
15. Click to Call / Addresses Linked to Google Maps
16. Domains / Forwarding Domains / Email all set up
17. Remove Placeholder Images / Test Images
18. Check Image Sizes – Keep under 120 kb
19. Use Progressive jpegs
20. Test Site Speed
  - a. <http://www.webpagetest.org/>
  - b. <https://developers.google.com/speed/pagespeed/insi...>

## After Site Launch

1. Google Search Console
  - a. Set up www and non www versions
  - b. Set Up Users
  - c. Submit Sitemap

**Checked By:** \_\_\_\_\_