



## WEBSITE LAUNCH CHECKLIST

### Technical QA

- Preview Site in Major Browsers
- Check Responsive Design
- Use Google's Mobile Testing Tool
- Test Social Sharing Functionality
- Test Third Party Tools / Plug-ins
- Activate Akismet Anti-Spam
- Set up Google Analytics/link to existing
- Clean Up

### Site Content

- Replace Filler Content
- Check for Placeholder Images
- Proofread Content
- Examine Page Links
- Optimize Images
- Link Social Icons
- Add Favicon + Site Icon
- Include Company Details on Site
- Acquire Required Licenses
- Include Copyright Notice
- Include Privacy Policy
- Include Terms and Conditions
- Include Cookie Warning
- Configure Permalinks
- Set all content links to HTTPS
- Include IMG Copyright with Link

### Contact Forms

- Configure Contact Forms
- Enable CAPTCHA on all forms

### Redirects

- Set up 404 Error Page
- Set up 301 Redirects for indexed site links

### Accessibility

- Check for Accessibility Standards
- Preview site with screen reader
- Preview site with Colorblind filter

### SEO

- Configure Yoast SEO
- Set Site Title and Tagline
- Configure SEO Pages and Post Titles
- Set Focus Keywords
- Implement Meta Descriptions
- Disable "discourage search engines from indexing this site"
- Generate/Submit XML sitemap to Google
- Activate Site Caching

### DNS / WP Engine

- Acquire Domain Service Provider Login Information
- Deactivate "Simple Site Lockdown"
- Add the domain to WP Engine under "imgdemo" / domains
- Add the domain to the multi-site under Network Admin >> Settings >> Domains
- Point domain "A" record to 130.211.171.61
- Redirect Root Domain to www.
- Test site with newly activated domain
- Add SSL Certificate Via WP Engine
- Add site to Google Webmaster tools