WEBSITE LAUNCH CHECKLIST

Pre-Launch

Content and Style
- ☐ Typography and layout
  - o Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes
  - o Check headings for where you could potentially use ligatures
- ☐ Spelling and grammar
- ☐ Ensure consistency
  - o Capitalization (especially of main headings)
  - o Tense/Style of writing
  - o Recurring/common phrases (e.g. 'More about X' links)
  - o Variations in words
  - o Treatment of bulleted lists (e.g. periods or commas at end of each item)
- ☐ Ensure no test content on site
- ☐ Text how important pages (e.g. content items) print
- ☐ Ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing
- ☐ Ensure page titles make sense, match linkage, and have relevant keywords in them

Images and Files
- ☐ Check PDF files for correct UR
- ☐ Ensure all photos are displaying properly
- ☐ Hover over images to determine "alt" text appears correctly—update if not for screen readers
- ☐ Ensure all centerpiece and spotlight text does not flow out of designated area

Navigation and Contact
- ☐ Test link ability of main logo in banner
- ☐ Ensure all links are capitalized and use "&"
- ☐ Check main and secondary navigation to ensure links work
- ☐ Test links inserted in body content
- ☐ Ensure links to other sites appear in a new tab or window
- ☐ Review footer information for accuracy and links

Functional Testing
- ☐ Check all spotlight and centerpiece functionality
- ☐ Check search functionality (including relevance of results)
- ☐ Check all internal links work
- ☐ Check all external links work and are valid
- ☐ Check for hard-coded links to staging domain (i.e. ensure all links will change to 'live' URL/domain when site is launched)
- ☐ Test all forms (e.g. contact us, blog comments), including anti-spam features, response emails/text, etc.
- ☐ Check search functionality (including relevance of results)

Post-Launch

Marketing
- ☐ Social marketing: Facebook, Twitter, LinkedIn
- ☐ Update print materials before sending
- ☐ Use new official logo for department, college, office, etc.

Ongoing
- ☐ Monitor and respond to feedback (direct feedback, on social media sites, check for chatter through Google, etc.)
- ☐ Check with webmaster for analytics to identify problems, popular pages, etc. and adjust as necessary
- ☐ Update content