

# 74 Things to Check for a Successful Web Site Launch

## PAGE CONTENT

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- 1. All content has been optimized for web.
- 2. Web copywriting has been proofread. Spelling and grammar are correct.
- 3. Paragraphs, headers, lists and other formatting are correct.
- 4. Rich content is correct and working – images, videos, audios, font icons, etc.
- 5. News articles/blog posts are formatted correctly.
- 6. Copyright date (perhaps in the footer) shows the current year.
- 7. Company contact details are accurate throughout the web site.
- 8. Generic content, such as lorem ipsum, has been removed and replaced.
- 9. Images are in the correct places, formatted and working on all devices.
- 10. Videos are in the correct places, formatted and working on all devices.
- 11. Audio files are in the correct places, formatted and working on all devices.
- 12. All premium content, such as case studies, e-books and whitepapers, have been proofread. Spelling and grammar are correct.
- 13. All premium content, such as case studies, e-books and whitepapers, are stored in their proper libraries/databases and work properly.
- 14. Rights to images, fonts and other content have been properly licensed and/or cited.
- 15. All social media share icons and links work properly.
- 16. Social share widgets are in place on news/blogs.
- 17. All feeds work properly (RSS, News, Twitter, etc.).

## DESIGN & NAVIGATION

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- 18. Web site pages are compatible across browsers (IE, Firefox, Chrome, Safari). You may wish to use a cross-browser tester like <http://app.crossbrowsertesting.com/>.
- 19. Web site pages are responsive and compatible across devices (Android, iPhone, tablets).
- 20. CSS/HTML is properly validated.

- 21. Scripts are optimized across web pages.
- 22. Images are compressed for best page load times
- 23. CSS is optimized across web pages.
- 24. Favicon is in place and rendering properly.
- 25. Paragraph styles are working properly (headers, lists, block quotes).
- 26. Bread crumbs and/or navigational highlights are included and working.
- 27. Footer is set up/all links enabled.
- 28. Footer extends full length of page.
- 29. Search functionality is working.
- 30. All links are clickable and hover/highlighted.
- 31. External links open in a new tab.
- 32. Internal links follow correct & friendly URL structure (parent page/sub-page).
- 33. Navigation is accurate—all links resolve to correct navigational structure according to the sitemap.
- 34. All sidebars are in place and links connected.
- 35. Logo anchors to home page.

## FUNCTIONALITY & COMPLIANCE

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- 36. Forms are submitting data properly.
- 37. Thank-you message or page displays after form is submitted.
- 38. Form data is being emailed to a recipient and/or stored in a database.
- 39. Auto-responders are working properly (if applicable).
- 40. Required fields are marked as such.
- 41. Error messaging is in place.
- 42. Internal links across web pages are working properly.  
<http://www.brokenlinkcheck.com/broken-links.php>.
- 43. External links across web pages are working properly and open in a new tab.  
<http://www.brokenlinkcheck.com/broken-links.php>
- 44. Load time for site pages is optimized. <http://www.webpagetest.org/>

- 45. 404 Redirect pages are in place.
- 46. Integrations with third-party tools, such as your CRM, e-commerce software, and/or marketing platform, are running smoothly.
- 47. 24/7 monitoring scripts are installed.
- 48. Test CMS access (if applicable).
- 49. A copy of the final web site has been made for backup purposes.
- 50. Ongoing copies of the web site are being created and stored on a regular basis.
- 51. Passwords and other web site credentials are stored in a secure database.
- 52. Web pages offer accessibility for users with disabilities (WAI-ARIA).
- 53. Web pages announce if the web site uses cookies (required in some countries).
- 54. Web site is compliant with usage rights for purchased or borrowed code, images and fonts.
- 55. Terms and privacy policies are visible to web site visitors.
- 56. Web site is [PCI compliant](#) (if you're storing and processing credit cards).
- 57. Web site is [COPPA compliant](#) (if you are directing items/services for children under 13).

## SEO & ANALYTICS

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- 58. Pages have unique page titles (fewer than 70 characters, includes keywords).
- 59. Pages have unique meta descriptions (fewer than 156 characters, includes keywords).
- 60. Pages have keywords (fewer than 10, all words appear in page copy).
- 61. Metadata is properly in place for any content in an RSS feed.
- 62. Metadata is properly in place for any social media sharing content.
- 63. Spelling and grammar are correct in all metadata.
- 64. Alt tags have been added to every image.
- 65. A dynamic XML sitemap has been created.
- 66. The XML sitemap has been submitted to search engines.
- 67. Page URLs consistently reflect site information architecture.
- 68. 301 redirects are in place for all old URLs (redirecting old to new pages).
- 69. rel="nofollow" tags are in place on applicable links and pages.

- 70. Your web site analytics codes have been properly inserted.
  - 71. Relevant IP addresses have been excluded from analytics tracking.
  - 72. Funnels and goals have been properly created in your analytics software (if applicable).
  - 73. Google Webmaster and Google Analytics accounts have been properly synced.
  - 74. Google AdWords and Google Analytics accounts have been properly synced (if applicable).
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If this list seems a little daunting, we'd be happy to plan, design and build your website for you, or help with any other digital marketing services you might need. [Let's talk.](#)