

Website Launch Checklist

For Brochure or Smaller Websites

Content & Styles	
Every page has a <h1> tag	
Spellchecker on all pages	
Fonts used are supported across Windows & Mac, or Typekit type embedded font	
Meta and Link Tags	
Title Tags are present and correct. Unique for each page	
Meta description filled in and unique for each page	
Content-Type, distribution, rating, owner, author, resource-type, robots, og:image	
Link tags - icon, canonical	
Webmaster Tools	
Generate XML sitemap and submit to Google webmaster tools	
Analytics	
Google analytics code installed on every page	
Google analytics goals setup for contact forms & any other data capture forms	
Internal Linking	
Most important pages are prominently linked from homepage	
Add link to every sub-page in footer	
Scan entire site for any 404 links	
External Linking	
rel=nofollow applied to any non-affiliated outgoing links	
Forms	
All secure forms must be submitted to a HTTPS action URL	
Check success pages for all forms exist and have relevant information	
Compatibility	
Critical: modern browsers for Windows. IE8, IE9, FireFox 3.0+, Chrome 10+	
Critical: modern browsers for Mac. Chrome, Firefox, Safari	
Less important: Check Windows IE7	
Performance	
Page load time below 2s for each page	
Minify/Compress javascript and CSS files	
Gzip compression enabled on server	