



## Launch Your Website Procedure

Production Site URL and Staging Site URL is the basic standard

### 1. Launch Date

1. Pick a launch date - give yourself at least one week to launch a website and complete post-launch tasks. Send out email to launch team with checklist.

### 2. Staging Website + Logins

1. Audit staging site - make sure there is one, and audit to make sure it is an exact copy of the live website.
2. Including same versions of php, sql etc.
3. Review all hosting credentials, test them, make sure you have all of the registrar, hosting, SSL, information you need for launch day.

### 3. QA / Bug Fixes

1. Confirm testing/QA procedures - send note to QA and development teams on where to report bugs and who will be handling.

### 4. Backlog it

1. Create a document that lists out all of the things you can't get done for the launch itself but want to add in the future, confirm with client and add to Backlog.

### 5. Launch Team

1. Confirm availability of all team members on day before, of and after launch, make sure you have all phone, email, direct contact info for emergencies

### 6. Testing

1. Test site speed
2. Double-check all website images - make sure they are compressed properly for the web, make sure all are consistent in quality and size (use TinyPNG to help reduce file size)
  1. Images should all have alt text, so search engines can identify and index images.
3. SEO basics
  1. Does every page have a unique title tag and meta description?
  2. Are headlines, body content, image titles, alt text and URL's optimized?
4. Mobile responsive
  1. Test on iphones, android devices, windows devices, use browserstack
5. Forms
  1. Test all forms, when someone fills it out do they get a confirmation email? does the proper client contact?
  2. Do form submissions lead to a thank you page?
  3. Does the form information store properly in a database?
  4. Does your analytics software record the conversion?

### 6. Conversion paths for key avatars

1. Look at your targeted avatar that you built the website for, follow the paths that they can flow through to find information they need. High level information to bottom of the funnel details, follow that path and test to make sure all is flowing smoothly.
2. All conversion points firing in analytics?

### 7. Test links

1. Here's a tool to check broken links <http://www.screamingfrog.co.uk/seo-spider/>
2. 404 pages - are they setup with default content and direct user to search or back to homepage?

### 8. Content Spelling, Typos, Grammar

1. Review for any lorem ipsum that was missed.



## 9. Formatting

1. Review for any formatting errors, font codes dropped into a page on accident causing weird spacing?

## 10. FAVICON

1. Confirm there is a Favicon for all size devices and browsers, etc.  
- <https://github.com/audreyr/favicon-cheat-sheet>

## 11. Logo

1. Confirm the Logo renders high resolution for all size devices and browsers, etc.

## 7. SSL Certificate (2 week prep time)

1. Does it have one? if not it should as Google now requires it

## 8. XML Sitemap

1. Review the sitemap xml and ensure it's on the server and configured properly.
2. Setup filters to exclude IP(s) from our office
3. Find IP address by typing whats my IP in google
4. Then go into analytics and exclude traffic from that and other contractor or developer IP addresses.

## 9. Legal Review

1. Confirm with your client that all content is approved by their legal team.
2. Does it have a privacy policy?
3. Does it have a trademark symbol with accurate year?
4. Does it have any other disclaimer content required for the industry?

## 10. Stress Test

1. If your website is going to have an influx of traffic, advertising running, try a stress test, a developer can do this by following this procedure - <http://jmeter.apache.org/>

## 11. Scripts

1. Confirm all scripts on the live website are copied onto the staging website for launch
2. GTM
3. VWO script
4. Hotjar script
5. Facebook pixels
6. Adwords conversion pixels
7. Remarketing pixels
8. Amazon pixels
9. etc.

## 12. Launch Day

1. Schedule all hands on deck
2. Follow "Testing" steps above in step 6 again once the website is live
3. [Resubmit your XML sitemap](#) to all major search engines
4. Audit analytics to confirm all goals, conversions, and events are tracking properly
5. Turn on VWO tests if applicable for A/B testing
6. Turn on HotJar monitoring and ensure data coming through
7. Review advertising platforms to confirm conversions and data coming through
8. Start Promoting the website launch!