Checklist: Website Launch

This is a checklist we run through before a website launch. The goal is to find any issue before launching. While the STOICA team will be in charge of running the entire checklist, it's best that the client's team run through the **Functionality** & **Content** sections too.

Functionality

☐ Fill out any forms on the page and ensure that they have the correct in-line message or redirect and that an autoresponder is delivered. Do error messages work?

☐ When testing a form, make sure to check the Form submission and the CRM to check if it's logging correctly. Also, submit the form on multiple devices and operating systems

☐ Click through all links in the main navigation

☐ Click every link on every page

☐ Make sure your logo links to the home page

☐ Audio and video files need to work properly

☐ Check that the Favicon is loading

☐ Run key pages through pingdom and make sure all images and videos are compressed. (Less than 2-second load & 4 MBs)

☐ Check https://developers.google.com/speed/pagespeed/insights/, is the score acceptable?

☐ Ensure the Footer has a link to the homepage. Could be a link in the footer navigation, a logo with a link, or both.

☐ Privacy Policy and Term in footer, and linked

☐ Social media links open in a new tab

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Content

☐ Proofread all content

☐ Review copy for any spelling, content, or format errors

☐ Check for incorrect punctuation marks, particularly apostrophes, quotation marks, and hyphens/dashes

☐ Ensure that all spelling and grammar are consistent

☐ Check for consistent font sizes, bullet points, blockquotes

☐ Image properly labeled and have alt text

☐ Is CTA language consistent?

☐ Are important buttons set up to be HubSpot CTAs? (*for HubSpot CMS users*)

☐ Is the website/webpage skimmable?

☐ If stock imagery is being used, do the image choices fit with the message of the page?

☐ Check Footer & Footer Min for **year**, **company name**, and that **privacy policy** is present and linked to the correct page

Design

☐ Is color being used logically on the website? Is it breaking any color theory rules?

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- ☐ Is whitespace being used logically?

- ☐ Is there a clear visual hierarchy on key pages?

- ☐ Check the spacing between every section, is it consistent?

- ☐ Check that the Favicon is loading

- ☐ System pages & legal pages are set up and on brand (Privacy Policy, Terms, and Conditions, Error page, Subscription page, Search results page). Does it directs them to the home page or suggests other pages they may be interested in?

- ☐ Link color and hover color

Responsive

- ☐ Test out the site on desktop, laptop, tablet, and mobile

- ☐ Check these breakpoints, ≥1400px, ≥1200px, ≥992px, ≥768px, ≥576px, <576px

- ☐ Test the preview via Browserstack for all major OS & Browsers as well as mobile. Chrome, Firefox, Safari, Android, IOS

- ☐ Check how modules stack on mobile, does it make sense? Is there proper spacing between sections

SEO

- ☐ Check that the page has a strong meta description & page title

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- ☐ Load time for pages is optimized

- ☐ Check URLs for keywords

- ☐ Use keyword in the title tag

- ☐ Submit an XML sitemap to Google Search Console

Blog

- ☐ Correct navigation and footer

- ☐ Subscribe to the blog form

- ☐ Listing: Links to topics

- ☐ Listing: Pagination works

- ☐ Listing: Featured image display properly

- ☐ Post: Easy to read, check font size, line height

- ☐ Post: Author, date and tag is present

- ☐ Post: Every post has an offer

- ☐ Post: Inline links are obvious and readable

- ☐ Post: Social Share

- ☐ Post: Comment work (Is applicable)

- ☐ Post: Related post/next post

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Next Steps

- ☐ Set up Heat Maps and Screen recordings

- ☐ Set up Google Analytics

- ☐ Set up Search Console

- ☐ Check Google tags to ensure analytics isn't double firing / registering leads (Google Tag Assistant)

Core Web Vitals

- ☐ Compress all images (tinypng.com, squoosh.app)

- ☐ Lazy load images (https://developers.hubspot.com/docs/cms/guides/speed/lazy-loading)

- ☐ Audit Third-Party Scripts and ensure you actually need them all

- ☐ Check JavaScript files being loaded, use async or defer attributes to improve page performance

- ☐ USe SVGs where possible

- ☐ Don't use too many assets (images, video, embeds)

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About STOICA.CO

We are a digital marketing, web design and development agency specialised in building B2B websites and inbound marketing programs for technology services and SaaS companies.

We are the marketing & technical partner of our clients, enabling them to build the right marketing assets for long term growth.

If you need help redesigning your website for growth or optimizing your ecurrent website, we're offering a free strategy call.

Learn more about what we do here.

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