

Launch Readiness Checklist

Page Content	Task Complete?
Company contact details are accurate throughout the website.	<input type="checkbox"/>
Generic content, such as lorem ipsum, has been replaced.	<input type="checkbox"/>
All images are compressed for the web, image quality is optimal, and aspect ratios are consistent.	<input type="checkbox"/>
Images are in the correct places, are formatted properly, and work on all devices.	<input type="checkbox"/>
Videos are in the correct places, are formatted properly, and work on all devices.	<input type="checkbox"/>
Audio files are in the correct places, are formatted properly, and work on all devices.	<input type="checkbox"/>
All content has been fact checked, edited, and proofread.	<input type="checkbox"/>
All uploaded documents are accessible and are stored in their proper libraries.	<input type="checkbox"/>
Rights to images and other content not created by Client have been properly licensed, captioned, and credited.	<input type="checkbox"/>
Functionality	Task Complete?
Social media share icons are working properly.	<input type="checkbox"/>
Hyperlinks and anchors are working properly.	<input type="checkbox"/>
Feeds are working properly (RSS, news, social media).	<input type="checkbox"/>
SEO	Task Complete?
Pages have unique page titles (fewer than 65 characters).	<input type="checkbox"/>
All pages have keywords, fewer than 10.	<input type="checkbox"/>
Pages have unique meta tags (fewer than 155 characters).	<input type="checkbox"/>