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# WEBSITE PRE-LAUNCH CHECKLISTS

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The following checklists will help to ensure the most important digital hygiene elements have been considered prior to going live with a new website launch. In some cases, checklist items are repeated so that multiple parties are involved in ensuring the outcome.

## Client Checklist:

- Access: Request access to as many of the following tracking assets the client has:
  - Google Tag Manager
  - Google Analytics
    - New property per domain
  - Google Search Console
  - Facebook Business Manager (or Facebook Pixel)
    - New pixel per domainIF forms are present on the website:
  - Access to CRM and/or mail provider (i.e. Mailchimp, ActiveCampaign, CampaignMonitor Vision6, Microsoft Dynamics, Salesforce etc.)
- Security
  - What (if any) guidelines and policies are in place for your organisation surrounding data security?
  - The best point of contact to liaise with regarding this is: \_\_\_\_\_
- Country of operation:
  - Does the organisation operate outside of Australia? If so, where?
    - Consider cookie policies and [GDPR compliance](#)

***If these accounts do not exist, they can be created for the first time on behalf of the client. The client should retain administrative ownership of all accounts.***

## Project Manager Checklist:

The following checklist is for the owner of the website project to complete (whether that be an in-house representative, brand or media agency).

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- Enquiry/Lead Forms
  - Is basic validation in place? (i.e. emails must include “@” symbol and mobile numbers must be 10 digits)
  - Check where they are directing to (i.e. do they all redirect to ‘thank you’ pages? Is there a cross/up-sell message on this page)?
  - Are ‘thank you’ pages logged as goals in Google Analytics
- SEO redirects
  - Download list of all URLs from current website. The tool [Screaming Frog](#) can help with this.
  - Map in the column next to each URL – what the new URL will be (even if it remains the same)
  - Send to developer to implement [Server Side Redirects](#)
- Check all tracking has been implemented effectively as per the “Tracking Checklist”
- Ensure no SSL issues (work with developers)
- Upload Favicon (in the size 16px x 16)
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- Ensure image sizes have been reduced (as much as possible)
  - If it's giant, consider using [TinyPNG](#) to reduce the file size and re-upload
  - Run a [website speed test](#) to check the impact of this (and other load-heavy tools/content that may be present)
- Check for spelling errors.
  - The [Language Tool](#) Google Chrome Plugin helps here
- Check for broken links
  - The following [Broken Link Checker](#) Google Chrome Plugin helps here
- Run a website back up
  - Capture/download all previous website content in case a key page was forgotten before go-live!
- 404 Pages
  - Is there one in place?
  - Is it engaging/does it direct you to “search” or take the next most logical step?
- Submit [new site map to Google](#)
- Ensure [Open Graph](#) is set up (this means, when sharing a link on social media, it pulls the correct headline, photos, description etc)

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## Tracking Plan/Strategy Checklist:

The following checklist provides a guide for considering the necessary tracking that may need to be implemented to measure user behaviour and activity on a website. It is recommended that the following prompts are used to develop a tracking strategy and that this strategy is approved by the stakeholders involved (client, media agency, brand agency, developer etc.).

Implementation of tracking should be developed by the Website Developer and UAT performed by a Digital Marketing Specialist.

The following list is applicable across Google Analytics and Facebook installation.

- Goal/Conversion Tracking:
  - “Goal Completions” should be set up according to the most important, desirable interactions that a user is able to take. This number always appears as a whole number. For example, number of transactions, number of form submissions, number of content downloads, number of membership sign ups etc.

[Google Analytics Goal Tracking](#)  
[Facebook Conversion Tracking](#)
- Event Tracking:
  - Track various events that take place on your website (of varying importance) from video views to
  - To add a layer of confusion, events can be allocated as “Goals”. First set up the event in Google Tag Manager, then allocate the goal directly in the Google Analytics admin console.
- IP Address Exclusion:
  - Consider excluding the IP address sessions from users in your organisation if this data is likely to skew results.

**[LovesData](#) provide a comprehensive set of checklists for tracking installation.**

## Developer:

- Enquiry/Lead Forms

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- Is basic validation in place? (i.e. emails must include “@” symbol and mobile numbers must be 10 digit)
- If possible, can more formal (paid) validation be put in place? E.g. Postal Addresses to call on [Google](#) or [Australia Post API](#)?
- Are all forms integrated with the clients email provider (*and information parsing correctly*)?
  - Psst! Be sure to consider your email tagging strategy and keep all similar fields and validation the same across
- Install Tracking (*as per client aligned “Tracking Checklist” options chosen*)
- Device check
  - Ensure UAT was conducted across all popular devices (Mac + PC laptops, desktops, iPhone, Android + tablets)
- Ensure sitemap is linked in footer
- Consider whether AMP (accelerated mobile pages) is important for this website and install if desired (publishing websites)
- Consider traffic load upon launch (if website launch is part of larger marketing launch)
- Check all tracking has been implemented effectively as per the “Tracking Checklist”
- Ensure no SSL issues (work with developers)
- Implement [Server Side Redirects](#) as per the redirect spreadsheet provided by the Project Manager
- Are all the desired third party tools implemented? (i.e. website desktop notifications, content pop-ups, live chat etc. )

## Actual Launch Time

When it comes time to flicking the switch, there are a few things to consider right away:

- Traffic load:
  - Are you building a lot of hype around your launch and expecting significant traffic? Ensure your server is set up to cater for this (ask your developer)
- Build (if not already built) your Sitemap and [submit to Google](#) via Google Search Console