

Website launch checklist

Daniele Vietri - www.dblog.it - Vers. 1.0 - January 15, 2010

URL: _____
Customer: _____
Ref: _____

SYSTEM

OK KO NA

URL

The web site is available at <http://sito.tld> , <http://www.sito.tld>

The web site is available at <http://ww.sito.tld> and <http://wwwwww.sito.tld>

The web site is available at all (expected) 3° level domains

All redirects and aliases work properly

All domains are properly registered to the customer

Mail

E-mails used in forms and pages exist and work

Account credentials and account configurations were sent to the customer

Configuration

Checked the existence of customized 40x pages (e.g. error 404)

Checked the existence of customized 50x pages (e.g. error 500)

Standard and customized permissions for site folders were tested

Modules/services needed by the customer are installed

“Directory listing” is disabled

Predefined documents are set and sorted (index, default, .htm, .php, etc)

Administration

Read/write permissions for the FTP account were tested

Read/write permissions for the SQL/mySQL account were tested

There is a backup policy for the website

There is a backup policy for the Database

Alerting/monitoring systems are up and working

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DESIGN

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Standards

All pages are composed of valid X/HTML code

All style sheets are composed of valid CSS code

The markup has the right semantic value

Accessibility level is set according to the technical requirements

Accessibility level is set according to the subjective criteria

Charset

Special characters are correctly displayed on all pages

Special characters are correctly displayed on automatic e-mails

Special characters sent from forms are correctly stored in the database

Cross-browser

The site was tested with Internet Explorer (6, 7, 8)

The site was tested with Firefox

The site was tested with Opera

The site was tested with Chrome

The site was tested with Safari

All client-side and server-side interactions were tested with the different browsers

Cross-platform

The site was tested on Windows, Linux and OSX (with different browsers)

The site was tested with the most common screen resolutions

The site was tested with very long/short texts in modifiable areas

The site was tested with bigger and smaller font sizes (with respect to the standard size)

The printable versions of web pages were tested

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	OK	KO	NA
The use of safe fonts was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The use of safe colors was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The use of transparent PNG was tested on different systems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The embedded Flash code (e.g. double click) was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimization			
Images' size and compression were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flash files' size and compression were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All rules defined in style sheets are used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The use of relative paths in style sheets was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The use of cascading in style sheets was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pages do not contain spaces, tabs or other useless characters	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pages do not contain commented X/HTML code	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the presence of the favicon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The logo has a link to the home page	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plug-ins			
All pages were tested with JavaScript disabled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All pages were tested with Flash disabled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the existence of Flash alternatives (when missing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the existence of Flash download invitation (when missing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All pages were tested with used plug-ins disabled	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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DEVELOP

OK KO NA

Versions

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| The online code is identical to the last stable version confirmed by the customer | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The development version is synchronized with the deployed version | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Online configuration files refer to the production environment (e.g. URL) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The code is commented and versioned | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Debugging

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| The deployed version does not have active debugging functions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| All session identifiers were removed from URLs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| None of the pages contains unused JavaScript code | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Testing/temporary accounts were removed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Testing/temporary contents were removed | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The display of full error messages is disabled | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Errors are handled and displayed in a comprehensible way | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Security

- | | | | |
|--|--------------------------|--------------------------|--------------------------|
| All possible inputs were tested to avoid XSS bugs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| All possible inputs were tested to avoid SQL injection bugs | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| All inputs shown on the page are encoded | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The data passed through forms or query strings is handled and verified | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Blocking bugs are handled | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Areas behind user login and password are protected | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Forms

- | | | | |
|---|--------------------------|--------------------------|--------------------------|
| All forms were tested with respect to sending, required fields and data formats | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| The client-side data control feature was tested | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

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The server-side data control feature was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the presence of the privacy checkbox (mandatory)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The default value for the privacy checkbox is "unchecked"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Registration procedures were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Login and logout were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cancellation procedures were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The search engine was tested with respect to the relevance of the results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The search permalinks were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The anti-spam system (e.g. captcha) was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opt-in and opt-out procedures were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimization			
A load simulation was performed on the site/server	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked whether a caching mechanism is needed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
JavaScript files are compressed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e-Commerce			
Checked the presence of all products with names, pictures and descriptions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the correctness of the price for each product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The synching and stocking with the warehouse was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessing modes to special price schemas were tested (e.g. discount codes)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A complete order process was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The user registration and opt-in procedures were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
An order confirmation link was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All payment methods were tested with a testing purchase (no gateway sandbox)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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The actual crediting for online payments was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic real time shipping - after the online payment - was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is possible to access the services/files after the online payment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic e-mail sending and e-mail contents were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked shipping rates for all possible criteria combinations (service, weight, destination)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The consistency of reply and error messages was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real time support services (e.g. Live Chat) were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Confirmation and time for the municipality COM6BIS module were tested (Italy only)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Back Office

The control panel is protected and the development credentials are removed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Listing, insertion, modification and deletion functionalities were tested for each element	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All forms, required data and special functionalities were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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CONTENTS

	OK	KO	NA
Textual contents			
Checked all texts with respect to syntax, spelling and punctuation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked all titles with respect to syntax, spelling and punctuation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked all invisible texts (e.g. alt, title, JavaScript, messages, errors, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked texts and titles consistency (capital letters, tenses, names, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the correctness of the VAT number, addresses, e-mails, telephone and fax numbers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Switching among different languages was tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The consistency of headers (H1/Hn) was tested in all pages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Links			
Internal links (from our site to itself) were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
External links (from our site to external sites) were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The quality of external sites (linked to our site) was verified (SPAM)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Back links (from external sites to our site) were tested	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Media			
Video/audio streaming work properly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Downloadable files work properly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Flash movies/animations work properly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
External embedded contents (e.g. XML/RSS, widgets, etc.) work properly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Legal			
Checked the presence of the disclaimer and of the privacy statement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Checked the presence of the VAT number etc.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All registered and unregistered trademarks have the corresponding symbol next to them	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Royalties have been acquired for images used in the site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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MARKET

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Statistics

All pages contain the code for the statistics

Pages contain the conversion code, where needed

SEO

Redirect 301 was set for old inactive URLs

URL format and mod_rewrite were tested

Checked the presence of metatag descriptions

Every page has a different, meaningful and significant title

All files (scripts, images, documents, etc.) follow the naming convention

All images have the ALT attribute set

All links have the TITLE attribute set

Checked the presence of the XML and user site maps

The site was tested with Google Webmaster Tool

The consistency of links to the same pages (e.g. .com/ and .com/index.php) was tested

Checked the presence of the canonical for duplicated contents

The home page includes an indicative textual content

The presence and the proper usage of robot.txt were tested

The site was reported at Google, with the proper form, or linked by another indexed site

Promotion

The creativities were verified with respect to the message

The clicTag creativities were verified

Creativities were sent to the editors and the tabular campaign was verified

PPC campaign was activated

A strategy to generate spontaneous back links was set (e.g. press releases, blogs, etc.)

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PROJECT

	OK	KO	NA
Almost done...			
Asked the client for a final and official agreement for the completeness of the work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reminded the client that on friday, and in general after 4 pm, it is not possible to publish	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Date and time of publication were defined together with the client	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A full backup was performed to freeze the previous state	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The client was notified about the publishing in progress	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asked the client to perform a final online verification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opened a bottle of good wine, and toasted with the entire team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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CREDITS

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Acknowledgements

Thanks to Antonio Volpon for the checklist idea, the first useful document and the feedback.

Thanks to Boxuk.com for the supplementary document with an anglophone style

Thanks to Marco D'Ambros for the english translation.