

13 Essential Checks Before and After Launching Your Website

SEO *pre-launch*
(Page Titles, Meta Descriptions, ALT Tags)

Proofread Site Content & Premium Content *pre-launch*

301 Redirects *pre-launch*

Functionality Check *pre-launch*
(Forms, Links, Social Sharing)

Cross Browser & Responsive Checks *pre-launch*

404 Page *pre-launch*

Favicon *pre-launch*

301 Redirects (Yes, again) *post*

Google Analytics *post*

Set up Google, Bing & Yahoo Webmaster Tool Accts *post*

Remove NoIndex, NoFollow Tag (if necessary) *post*

Install Heatmap Tracking Software *post*

Have a Drink! *post*