



Website Relaunch Checklist

Staging and Production	Status
Confirm website on staging platform is not indexable. (Make sure it is either password protected or uses the "noindex" tag.	
Confirm all website variables will work in staging platform as in live platform.	
Website Architecture	
Be sure that all pages that are relevant to new site are transferred	
Transfer All content to new site.	
If any content is being re-written, be sure keyword density and other key SEO content metrics remain in tact (or improve)	
Transfer all Page Titles for Targeted Pages	
Transfer all Meta Descriptions for Targeted Pages	
Transfer all Visible On Page SEO Items (H Tags, Image Alt Tags, etc.)	
If page URL changes (it likely will) write 301 redirect from old content location to new	
Transfer any schema markup (structured data tags, open graph tags, etc.) from old site to new site assuming it's still relevant	
Create New HTML Sitemap	
Pre-Launch	
Create 301 Redirects from all pages to new pages	



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Confirm there is no test content remaining in website	
Test font rendering across major browsers	
Test Website Performance in All Versions of Internet Explorer: Versions 6-Current	
Test Website Performance in Google Chrome	
Test Website Performance in Firefox	
Test Website Performance in Safari	
Test Website Performance on iPhone	
Test Website Performance on android device	
Test Website Performance across various screen resolutions	
Print a copy of home page and major content pages	
Test HTML Validation	
Test Javascript Validation	
Test CSS Validation	
Generate New XML Sitemap with new URL structure	
Generate New Robots.txt Document	
Ensure all rel="canonical" tags are correctly implemented	
Ensure any pagination tags in place and properly implemented	
Test Page Load Times	
Ensure Images are optimized to exact display size	
Create a Custom 404 Page	
Implement Favicon	
Incorporate all Social Media Assets	



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Write 301 Redirects for every page	
Reporting	
Establish Baseline using Webmaster Tools - Download Pages Indexed, Crawl Rates, and etc.	
Ensure Google analytics is implemented	
Installation of Google Tag Manager	
Configure Google Tag Manager	
Establish Baseline for Bounce Rate and Other KPIs	
Ensure all conversion tracking codes are updated with new URL paths, Funnel Structures, and etc.	
Post-Launch	
Ensure Google Webmaster Tools is Validated	
Check for crawl errors and increases in 404 responses	
Test all contact forms, ecommerce functions, and etc.	
Submit new XML Sitemap	