

THE MONK'S PATHWAY TO WEBSITE PRE-LAUNCH NIRVANA

CONTENT

- Have proof read content
 - Have checked tone of voice & consistency
 - Have checked contact details
 - Have checked for hidden copy & dummy copy
 - Have checked the flow & accuracy of forms
 - Have backed up the content
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WEB DESIGN

- Have checked cross-browser & device compatibility
 - Have checked that colours & typography follow brand guidelines and render properly
 - Have checked images display properly & have ALT tags
 - Have checked that UI elements, animations & effects function properly
 - Have checked the text, images, headers and footers' alignment
 - Have checked that the background isn't too loud & text can be read effortlessly
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WEB DEVELOPMENT

- Have checked that links, buttons and CTAs redirect to right place & aren't broken
- Have checked your code's W3C-validation & your HTML and CSS for WCAG compliance
- Have applied minify to your JavaScript & CSS
- Have checked 404 page redirects correctly
- Have checked load time & enhanced site speed
- Have checked that your favicon shows up in the address bar and tabs
- Have checked if caching is enabled
- Have tested your search facility for correct results & functionality

SEO DEVELOPMENT

- Have rewritten URLs using .htaccess file & tested them
 - Have checked content for keywords, unique title tag & apt meta description
 - Have checked URLs are canonical
 - Have checked sitemap has been submitted to Google, Yahoo and Bing in XML & HTML
 - Have checked Google Analytics & other analytics tools are set & have set up Google & Bing Webmaster Tools
 - Have checked that all old URLs use 301 redirects
 - Have checked SERP display
 - Have checked for RSS link & social media integration
 - Have checked for search engine submission
 - Have checked that your PPC campaign is setup for the site launch
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NETWORK ADMINISTRATION

- Have installed an antivirus software if using VPS/dedicated server
 - Have set site monitors
 - Have configured backup system for server crashes & tested recovery process
 - Have checked site doesn't crash on heavy traffic loads
 - Have checked protected pages for security & placed sensitive pages as robots.txt files to prevent indexing
 - Have checked encrypted sections for security certificate
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LEGAL

- Have mentioned correct copyright owner & set it to refresh automatically using time stamp on server
- Have checked for PCI compliance & terms and conditions if any commercial activity is done on the site
- Have mentioned privacy policies clearly
- Have checked company registered information like name, number & address