

Step	Launch Checklist Item
<b>1</b>	<b>Download Old Site Locally before launch</b>
a.	Download the old site and save in My Webs > Client > Archive > www-YYYY-MM
b.	Export the old database and save in My Webs > Client > Archive > DB
c.	Run Site sucker to ensure we have a static copy for future reference and save in My Webs > Client > Archive > Static
<b>2</b>	<b>Download New Site Locally</b>
a.	Download the new site and save in My Webs > Client > www
b.	Export the new database and save in My Webs > Client > Archive > MySQL)
d.	Copy over sub-directories as-is if they are present in the old website (Such as /pdfs/, /videos/, /articles/, /images/)
<b>3</b>	<b>Redirects</b>
a.	Run Screaming Frog Report pre-launch
b.	If hosted on WP Engine, create Excel document with old and new links. Submit "redirects-clientname.txt" to support through chat.
c.	If hosted on Rackspace, add redirects to .htaccess file under correct section, see Development Guide for details
<b>4</b>	<b>Robots &amp; Meta</b>
a.	Go to /robots.txt file and compare against default in Developer Guide
b.	Double check <meta name="robots" content="noindex, nofollow"> is not on homepage
<b>5</b>	<b>SEO &amp; PPC Check</b>
a.	If SEO client, ensure Google Analytics codes is applied to header and verify code with clients Google account.
b.	Check "PaperStreet Dev Dashboard" for "PPC Client Details" tab, contact Emily to apply marketing codes and email verify with Emily
<b>6</b>	<b>WordPress Only</b>
a.	Ensure Settings > Reading > Search Engine Visibility is unchecked
b.	Under engine > utilities > Cache options » Ensure object caching is enabled
c.	Settings > General - Change email to client's email so they are the WP administrator
d.	Users - Delete all extra PS and freelancer accounts

e.	Users > Add PS user - For internal access only. Make sure credential is saved .
f.	Users > Add client user - For client access, apply correct email address. Do not add this user.
g.	Assign all posts to client account
h.	Ensure WordPress SEO by Yoast plugin is installed
i.	Remove all extra themes
<b>7</b>	<b>Manual Checks</b>
a.	Ensure a full PS approved sitemap exists at /sitemap/
b.	Ensure the vCards are complete
c.	If Total Control, check /rss.php for correct client data under "Set variables here"
d.	If Total Control, replace the testing link with the WWW url
e.	Remove all absolute path links found in the site
f.	Remove all Testing links from the code and database,
g.	Check for Site Map spelling in footer
h.	Make sure this client has a complete ESS-SEO-QA tab
<b>8</b>	<b>Google Analytics</b>
a.	Use "clientname@gmail.com" for all new Google products accounts
b.	Install Google Analytics UA- code before </head> tag
c.	Setup Goal Conversions, See Dev Guide under Launch (Search for Goal Tracking in Google Analytics) for details
<b>9</b>	<b>Point DNS</b>
a.	http://intodns.com/, take a screenshot of the old records, Add to My Webs > Client > Archive > DNS Records
b.	In the client's domain registrar, update the A record (Website only) or Nameservers (Website and email), claim the www & non www versions of URL
c.	If necessary, setup email and point MX records
<b>10</b>	<b>Contact Forms</b>
a.	Is the site using sendmail.php script? Check the form and account.
b.	Is the site using the PaperStreet account?
c.	Set the \$to field to qa@paperstreet.com and keep receipt of test email

d.	Ensure data is saved to contacts.paperstreet.com
e.	Change \$to field to the client's email
f.	Check sendmail.php for "<form id="contact Form" class="contact-form" method="post" action="/sendmail.php" novalidate>"
g.	Send test email and ensure client is receiving email. Save client response verification email to Local /Archive/ - "url-launch-email-confirmation.msg"
h.	ensure all form fields (except the comments field) error report when empty
i.	Ensure all contact forms are going through ONE sendmail.php
j.	Check /confirmation/ page to match PS standard
k.	Check for First Referrer URL to the sendmail.php
<b>11</b>	<b>Google Webmaster Tools</b>
a.	Create sitemap.xml and submit to WMT
b.	Verify both the non-www and www have been added to WMT (Set preferred domain to www)
c.	Fetch and Render both Desktop and Mobile to Google and submit
d.	robots.txt Tester, add test and submit/verify to Google
e.	Check for crawl errors and fix
f.	Select Google Analytics Property to tie Google accounts together via Google Webmaster Tools
g.	Test new launch at /pagespeed/insights/, Run test and resolve issues. See Dev Dashboard for details
h.	SSL with Google Analytics and Webmaster Tools
<b>12</b>	<b>Double Checks</b>
a.	Ensure the non-www and testing link are redirected correctly
b.	.htaccess file should not have any error warnings turned on Check for - php_flag display_errors on, php_flag html_errors on, php_flag log_errors on
c.	All PHP files should not have error warnings turned on Check for -error_reporting(-1);, ini_set('display_startup_errors',1);, ini_set('display_errors',1);, error_reporting(E_ALL);, ini_set('error_reporting', E_ALL);
d.	Test old URL redirects to ensure they are all working
e.	Check for 404 page. Check by adding http://www.yoursitename.com/typeinanyerrormessage/ = error / 404 page needs to load with sitemap attached

f.	Open up each site page (hold down CTRL) to check for broken pages, missing photos, sidebars, footers, odd text, odd urls
g.	<a href="http://intodns.com/">http://intodns.com/</a> , take a screenshot of the new records. Add to My Webs > Client > Archive > DNS Records
h.	Footer Links to PaperStreet, https - Add correct PS anchor text and link in footer, update chart
<b>13</b>	<b>Xenu Scan</b>
a.	Run Xenu report Tool, Check for broken links
b.	Fix broken links
c.	Rerun Xenu for a clean report (Save report in My Webs\Clientname\QA\Xenu - Clientname-Launch.XEN)
d.	Inform Content Team of out bound broken links to send to client, include link location and link heading. Add post launch Bugherd items and send email to content team and client.
e.	For SEO clients, run redirect audit via <a href="http://www.screamingfrog.co.uk/audit-redirects/">http://www.screamingfrog.co.uk/audit-redirects/</a> and if done confirm redirects are working.
<b>14</b>	<b>Send Credentials</b>
a.	Send all credentials for GA & WMTTools and WP or TC access to Andrew for official launch email
b.	Add all credentials for FTP, WordPress, Google
d.	Add the newly launched site to <a href="http://www.pbeta.com">www.pbeta.com</a> for online monitoring