The Ultimate Website Launch Checklist



Typography and layout

- [ ] Check for incorrect punctuation marks, particularly apostrophes, quotation marks and hyphens/dashes
- [ ] Check headings for where you could potentially use ligatures
- [ ] Check for widow/orphan terms in important paragraphs

Spelling, Grammar and Consistency

- [ ] Capitalisation (especially of main headings)
- [ ] Tense/style of writing
- [ ] Recurring/common phrases (e.g. 'More about X' links)
- [ ] Variations in words (e.g. websites vs web sites, or UK vs US spelling)
- [ ] Treatment of bulleted lists (e.g. periods or commas at end of each item)

Other

- [ ] Check for hard-coded links to staging domain (i.e. ensure all links will change to the 'live' URL/domain when site is launched)
- [ ] Ensure no test content on site
- [ ] Check how important pages (e.g. content items) print
- [ ] For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing

- [ ] Check all 'hidden copy' (e.g. alt text, transcriptions, text in JavaScript functions)
- [ ] Check web font rendering across major browsers
- [ ] Check logos and other key images on retina displays

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