**Site Launch Checklist - Content**

**Prelaunch**

* Test experience on multiple devices, browsers (esp. mobile responsive vs. desktop wide)

**Content quality**

* Final editorial check by outside editor
* SiteImprove or Screamingfrog scan for typos, misspellings
* Revise any unclear, vague, or inaccurate text on button links
* Check for HTML code fragments in text (e.g. &nbsp;)
* Site name updated to reflect desired name, not site URL
* Audit for placeholder imagery, text, design layouts
* Address accessibility concerns surfaced by SiteImprove scan
	+ Optional: contact [ITAccessibility@Iowa](https://itaccessibility.uiowa.edu/) with questions

**Links/interactions**

* Update all links from staging/prod server (e.g. URL.prod.drupal.uiowa.edu links) to live site URLs
* Navigation menus linking correctly
* Major button links/calls-to-action linking correctly
* Links to featured/external content linking correctly
* Test lead capture forms
* Address results of SiteImprove/Screamingfrog scan for dead (code 403, 404) links
* URL redirects in place and functioning
	+ [How to add/manage redirects](https://sitenow.uiowa.edu/documentation/url-redirects)
* URLs (and filenames) do not include spaces
* Pause paid ad campaigns that lead back to site (if applicable)
* Audit all page URLs to ensure that they aren’t forcing special characters, capitalization, and spaces

**Archiving**

* Content from previous website publicly available, stored by digital archivist, or privately stored according to content needs, state law regulations, etc.
* Review all content and unpublish example content pages
	+ /people/herky-hawk
	+ /my-example-page
	+ etc...

**Communication**

* Plan for promotion/communication of site launch developed and ready to execute
	+ UIWeb Announcements listserv

**Optimization and accessibility**

* Test pages on:
	+ Major mobile devices (Android, iOS)
	+ Most common web browsers (safari, chrome, firefox, internet explorer)
* Check images for file size (below 1MB recommended)
	+ Siteimprove image inventory, sort by size. (<https://my2.siteimprove.com/QualityAssurance/1026109/Inventory/MediaDetails/1/Size/desc?FileType=Image> )
* Addressing slow page load times surfaced by SiteImprove scan
* Review page-heading structure for proper <h1>, <h2>, etc. tag use

**SEO (before launch)**

* Activate analytics tracking via:
	+ Google Analytics
		- [Activating Google Analytics](https://sitenow.uiowa.edu/documentation/configuring-google-analytics)
	+ Google Search Console
	+ Google Tag Manager (if applicable)
	+ Note: Make sure Drupal is set to capture analytics (or fire Tag Manager) on 404 and 403 pages!
* Goal/event tracking added in Google Analytics
* Page title tags added (or SiteNow default page titles still in place)
* Add meta-descriptions for every content page
	+ [Moz article on meta descriptions](https://moz.com/learn/seo/meta-description)
	+ [Google’s explanation](https://developers.google.com/search/docs/advanced/appearance/snippet)
* Page breadcrumbs reflect site menu structure

**SEO (at/after launch)**

* Submit sitemap.xml file to search engines for indexing
	+ Can be found at url.uiowa.edu/sitemap.xml
	+ [How to](https://yoast.com/help/submit-sitemap-search-engines/#google)
	+ If you use profile directories, also submit the people directory sitemap. Should be located at: /directory-root/sitemap.txt
* Confirm tracking in Google Analytics is working properly
	+ Visits to site registering
	+ Tracked events functioning (if applicable)
* Monitor Google Analytics for 404/403 pages (dead links)
* Check uiowa.edu A-Z list and make sure existing links to your pages still work. Reach out if something needs updated in the A-Z list (even if you add a redirect on your end). We want A-Z list to link directly to the right page.

**Miscellaneous**

* Custom tags (paid campaigns, remarketing, retargeting, etc) are added to new site in the case of a redesign

**Governance and ongoing**

* Verify that your site is in Siteimprove and that you have access
	+ All site editors and anyone who updates content on the website have access to Siteimprove
	+ Define your commitment to maintaining your QA score in Siteimprove, and who is responsible for doing this work.
* Announce new site launch to UIWeb listserv