

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
- Sitelmpove 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.)
- Site name updated to reflect desired name, not site URL
- Audit for placeholder imagery, text, design layouts
- Address accessibility concerns surfaced by Sitelmpove scan
 - Optional: contact ITAccessibility@iowa 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 Sitelmpove/Screamingfrog scan for dead (code 403, 404) links
- URL redirects in place and functioning
 - [How to add/manage 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](#)
 - 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](#)
 - [Google's explanation](#)
- 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](#)
 - 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