

# The Tried and True eCommerce Website Launch Checklist

By: Mike Cristancho



For more tips like these:  
<https://gauge.agency>

## PRE-LAUNCH DAY:

- Ensure You Have Access to DNS Domain Controls
- Validate HTML. Check H1, H2, H3, Etc.
- Check the logs for Rogue XML
- Check, Validate, and Install the SSL Certificates
- Enable/Test JS & CSS Minification
- Use Strong Passwords for Admin Panel
- Migrate 301 Redirects for Products, Categories, and CMS Pages
- Check the Console for any Abnormalities (JavaScript Errors)
- Add Open Graph/schema.org Tags to the Header
- Check Tax Rates
- Check Store Location and Information
- Check Email Addresses
- Check Shipping Methods
- Check Payment Methods
- Generate Dynamic Sitemap
- Optimize All Images
- Check Web Standards/Accessibility
- Check Branding (Favicon, Logos in Emails, Social Links, Etc.)
- Test any Launch Promotions (Coupon Codes, Catalog Rules)
- Ensure Orders are Sending to OMS, ERPs, or Shipping Systems
- Test any Product or Order Feeds (Incoming and Outgoing)
- Review Email Service Providers for Sign Up Configurations and any Automated Sends
- Review GDPR Laws

## LAUNCH DAY:

- Run the Performance Tests ([webpagetest.org](http://webpagetest.org))
- Check robots.txt
- Enable Index/Follow (For all Applications)
- Create New Customer Account
- Login as a New Customer (Try Forgot Password as Well)
- Place Test Order Via New Account (Reviewing Payment, Tax, and Shipping)
- Verify Site with Google Webmaster Tools
- Check Success Page Tracking
- Check all Analytics (Typically Google Analytics)
- Turn off Developer Mode and Any Other Developer Tools (On Premise Platforms)
- Check WordPress/CMS Platform (if applicable) to Make Sure it is Being Indexed.
- Disable Server and Application Error Reporting and Logging
- Enable (and Prime) Caches (on Premise Applications)
- Backup all Data (Order, Customers, Products, Etc.)
- Setup Pingdom and Downtime Alerts
- Verify that Apps or Extensions Have Production License Keys Inputted
- Add a Google Analytics "Flag" for the Launch Date

## THINGS NOT TO DO:

- Don't Send out an Email or Social Blast Until you are 100% Confident in the Site.
- Don't Submit your Sitemap Right Away if you Have Tons of 301s.