# Web Launch Checklist

## Performance

[ ]  Images Optimized

[ ]  Reduced Page Weight and Requests

[ ]  Limited Web Font Usage

[ ]  GZIP and JS/CSS Minified

[ ]  Implemented HTTP/2

[ ]  Async and Defer Attributes Added

[ ]  Resource Hinting Added

[ ]  Cache Headers Set

[ ]  Consider Service Workers

[ ]  Run Testing

## SEO

[ ]  Page-Specific Keywords Set

[ ]  Google Analytics and Google Search Console Setup

[ ]  XML Sitemap Created and Submitted

[ ]  Robots.txt Created

[ ]  Scanned for Broken Links and Crawl Problems

[ ]  Canonical Links Set

[ ]  Rich Snippets and Structured Data Added

[ ]  Facebook and Twitter Cards Created

## Security

[ ]  HTTPS Set Everywhere

[ ]  Security Headers Set

[ ]  Sanitized and Limited User Input/Parameters

[ ]  Password Hashes Stored in scrypt or bcrypt

[ ]  Rate Limited Slower API paths

## Functionality

[ ]  Made Compatible with Browsers and Platforms

[ ]  Responsive Analysis Done

[ ]  Inputs are Mobile Optimized

## Content

[ ]  Checked Spelling and Readability

[ ]  Contact Details and Social Media Reviewed

[ ]  Links Analyzed

[ ]  Created Favicon and App Icons

[ ]  Created Custom 404 and Offline Pages

## Accessibility

[ ]  Contrast Analyzed

[ ]  Keyboard Navigation Added

[ ]  Menus Analyzed

[ ]  Non-Textual Elements Have Alt Tags

[ ]  Forms Analyzed