

# 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

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- 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

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- Made Compatible with Browsers and Platforms
- Responsive Analysis Done
- Inputs are Mobile Optimized

## Content

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- Checked Spelling and Readability
- Contact Details and Social Media Reviewed
- Links Analyzed
- Created Favicon and App Icons
- Created Custom 404 and Offline Pages

## Accessibility

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- Contrast Analyzed
- Keyboard Navigation Added
- Menus Analyzed
- Non-Textual Elements Have Alt Tags
- Forms Analyzed