Website Checklist

Client: _____

Website URL: _____

Pre-Live Checks

Website Accounts and Tracking Setup

___ Setup OCG Master Email Account

    ___ Add login to Clients C2 Password vault

___ Setup Google reCAPTCHA

    ___ Setup reCAPTCHA on website

    ___ Add login to Clients C2 Password vault

    ___ Add all website domains related to this account

___ Setup Google Maps if necessary

    ___ Add login to Clients C2 Password vault

    ___ Add all website domains related to this account

___ Setup Google Analytics

    ___ Add login to Clients C2 Password vault

___ Setup Google Adwords

    ___ Add login to Clients C2 Password vault

___ Setup Matomo Analytics

___ Setup Tag Manager

    ___ Google Tag

    ___ Matomo Tag

    ___ Form Submission Tag

___ Setup Tag Manager integration on website

___ Add login to Clients C2 Password vault

___ Setup Google Search Console

___ Add login to Clients C2 Password vault

___ Setup any other required tracking code (list below)

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___ Add logins to Clients C2 Password vault

QA Site Testing

___ Review site design

___ Test site functionality

___ Verify site settings

___ Add Site Name and Tagline

___ Test site forms. Ensure correct recipients

___ Check for cross-browser compatibility

___ Confirm responsive breakdown and correct mobile views

___ Confirm Favicon is in place

___ Check for broken links and ensure all links are correct

___ Proper 404 error page setup

___ Confirm required re-directs are in place

___ Search and remove all unnecessary content objects

___ Search and remove all Lorem Ipsom

___ Verify image quality & relevance

___ Check images for stock watermarks

___ Ensure content formatting consistency

___ Check for duplicate content

___ Proofread all content

___ Ensure all links to site specific assets are relative (pages, posts, images, etc.)

___ Remove all unused plugins, extensions and themes (leave at least one theme)

Performance

___ Test site pre-cache performance. Note any performance issues

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___ Double check files and asset organization

___ Optimize scripts and database queries

___ Test post optimization performance. Note any issues

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Security

___ Ensure unique OCG user password.

    ___ Add login to Clients C2 Password vault

SEO

___ Check metadata

___ Check schema markup

Pre-Launch

___ Establish launch timetable / notify client / get buy-in

___ Confirm each department is prepared for post-live testing

___ Confirm any legal compliance if necessary

Post-Live Checks

General Setup

___ Setup live domains including www

___ Determine Name Servers to use. List below

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___ Ensure live site domains are pointing to website hosting server

___ Ensure live site domain is primary.

Security

___ Test and verify SSL

___ Setup live domains including www

___ Check backups are active and functioning (nightly)

___ Remove or make unreachable .txt files (except for robots.txt)

___ Add required user accounts. Ensure proper profile access

___ Verify blog/page author is set to client user (not ocgdev)

___ Setup security functionality

    ___ Ensure all recommended security actions in place

    ___ Ensure daily malware scans are in place

    ___ Ensure audit logging in place

    ___ Ensure Firewall setup

    ___ Ensure WAF is setup

        ___ Enter Oxygen bypass rules if necessary

    ___ Ensure proper IP blocking if necessary

___ Mask URL admin login page

___ Enable all security headers

___ Activate pawned passwords protection

___ Ensure reCAPTCHA is setup and activated where necessary

Performance

___ Setup image compression

___ Setup caching and site optimizations

___ Recheck site performance. Notate any issues

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___ Ensure uptime monitoring is active

Hosting Setup & Monitoring

___ Setup weekly automatic plugin updates

___ Ensure the following are setup

    ___ Security monitoring

    ___ Performance monitoring

    ___ SEO monitoring

    ___ Broken link checking including weekly scan setup

    ___ Nightly backups

    ___ Uptime monitoring

___ Setup weekly activity reporting to websitereports@ocgcreative.com

SEO

___ Ensure sitemap.xml and robots.txt are in place

___ Ensure the website is not in development, test or maintenance mode

___ Ensure tracking bots have access to website

___ Confirm keyword tracking

___ Ensure all tracking accounts are receiving traffic

___ Audit the URL aliases and redirect

___ Double-check originality of titles and descriptions

___ Audit/verify inbound links & destination pages