

When it comes to launching a new site, the devil is in the details. This checklist will guide you through all of the aspects of ensuring your site is pixel perfect on Zesty.io and will help ensure a smooth launch!

## CONTENT PUBLISHING

- Ensure all pages and data set entries are published
- All media uploaded and organized
- Favicon uploaded
- 404 page designed

## SEARCH ENGINE OPTIMIZATION

- Ensure all meta titles and descriptions are filled out
- Ensure navigation text is correct and functions properly
- Robots.txt updated if needed
- All canonical tags are set as necessary
- Set up 301 and 302 redirects if needed

## CODE AND DESIGN

- All views and snippets published
- All JSON, AJAX, and other custom endpoints published
- All Less, CSS, SCSS published and organized
- All JavaScript files published and organized
- All static, non-linked files published
- Font files configured, tested, and published

## FORMS

- Honeypot or other spam blocker set up on all forms
- Contact fields set up under **Settings** tab
- All forms tested and ready to be used
  - All fields tested (required fields only also tested)
  - Form submits to where it needs to go
  - Response produced after form submission is successful or unsuccessful
  - Form webhooks tested and confirmed working

## ANALYTICS AND FINAL LAUNCH STEPS

- Set up Google Analytics
- Set up Google Webmaster Tools
- Set up Google Tag Manager if needed
- Final Q/A testing for design specifications in all screen sizes and browsers
- Check force HTTPS settings
- Check force WWW settings
- Set domain in Zesty.io
- With your DNS provider: add CNAME `zesty.map.fastly.net` to host www
- Add A records for apex domain:
  - `151.101.1.161`
  - `151.101.65.161`
  - `151.101.129.161`
  - `151.101.193.161`
- Confirm launch was successful and check the live site! 🚀

Need Assistance?