

Category	Task
SEO	<input type="checkbox"/> Every page has unique title tag and meta description.
	<input type="checkbox"/> Metadata is properly in place for any social media sharing content.
	<input type="checkbox"/> All images have alt tags.
	<input type="checkbox"/> HTML sitemap has been created.
	<input type="checkbox"/> XML sitemap has been submitted to Search Console.
	<input type="checkbox"/> All social links drive to respective platforms.
Content	<input type="checkbox"/> Spelling and grammar have been checked.
	<input type="checkbox"/> Tone of copy is on-brand.
	<input type="checkbox"/> Copy style is consistent (oxford commas, tense, etc.)
	<input type="checkbox"/> All placeholder copy has been updated.
Forms	<input type="checkbox"/> All forms are submitting information properly.
Analytics	<input type="checkbox"/> Analytics baseline has been created.

	<input type="checkbox"/>	Google Webmaster and Google Analytics accounts have been properly synced.
	<input type="checkbox"/>	Internal IPs have been filtered out.
	<input type="checkbox"/>	Conversion goals have been created in Google Analytics.
Press Release	<input type="checkbox"/>	Press release created and submitted to media sites.
Industry Awards	<input type="checkbox"/>	Website has been submitted to industry awards.
Social	<input type="checkbox"/>	Post about launch to Twitter, LinkedIn, Facebook and Google+.
Email	<input type="checkbox"/>	Email about launch sent to subscribers .
	<input type="checkbox"/>	Email campaign integrated with Google Analytics to track conversions.