

Microsite checklist

List of tasks to do/remember when creating a microsite:

- 1) UX/ IA
 - a) Sitemap
 - b) Screen layouts / User journeys
- 2) Design
- 3) Content
- 4) Development
 - a) CMS set-up / configuration (if required)
 - b) Custom / friendly error pages
 - c) XML sitemap
- 5) Admin / Hosting
 - a) Register domain or subdomain
 - b) Create / register social media accounts (if required)
 - c) Organise hosting
 - d) Test FTP access
 - e) Set-up staging environment
 - f) Set-up live environment
 - g) Get API keys (if required)
- 6) Tracking / KPIs
 - a) Set KPIs
 - b) Add Google Tag Manager
 - c) Add Google Search Console
 - d) Define Analytics Goals
- 7) Launch
 - a) Final proofread all pages
 - b) Create Robots.txt / Set Meta robots tags
 - c) Client sign-off for go-live (if required)
 - d) Check files / assets are optimised
 - e) Upload final files / assets
 - f) Remove any test data
 - g) Update DNS
 - h) Redirects
 - i) Test Google Analytics
 - j) Test on desktop / tablet / mobile
 - k) Check links
 - l) Back-up everything

Please send feedback or suggestions for additions to: theknowledge@thatianmay.com