Date: **Site Name:**

Before Launch

Build on a clone of the current site.

Get client sign on the test site.

Make a backup.

Check FTP/CPanel credentials.

Take a screenshot of all widgets.

Obtain social media URLs and mailing list codes

Get Google Analytics and other tracking codes.

Turn off caching, CDNs, Cloudflare, etc.

Put the site in maintenance mode.

During Launch

Install Genesis and the new child theme.

Visit Genesis > Theme Settings and compare to the test site.

Upload any needed images.

Fix the widgets.

Create menus.

Remove and add plugins.

Check all theme files for references to the test URL.

Regenerate thumbnails.

Check posts per page.

Optimize the site's database.

After Launch

Obtain client approval again.

Check the front of the site while logged in AND logged out.

Enable caching, CDN, Cloudflare, etc. again.

Set a reminder to check in with the client.

Share on social media.

Update your portfolio.

For more details, visit the original post from Nuts and Bolts Media.