

Checklist go Live

1 to 2 weeks go live

- Create an action list
 - Make sure everyone knows what and when something is expected of them.
- Inform the provider/ system administrator about converting the domain to the new webshop. Make sure they are available on the live date.
 - The DNS change can take 24 hours before it is visible worldwide, inform the customers about this.
- Process test ordering process
 - A process test is the testing of the entire process of looking up an item, ordering it and delivering it after simulating. This is based on test scenarios. This way you can see whether the process runs smoothly in all areas and does not face any surprises when going live. This step is a must have if you have integrated the shop with an ERP, POS or financial system.
- Pay method of test mode pickup
 - If the test is approved, remove the payment methods from the test mode and
- Check the ordering process with the Live payment method
- Check the performance of the shop
 - <https://developers.google.com/speed/pagespeed/insights/?hl=nl>
- Provisioning redirects, redirects refer old URLs (links) to the new pages in the new shop. In this way, visitors who click on an "old" link via Google do not end up on a 404 page.
- Inform customers
 - Inform the customers well in advance that the webshop goes live and whether it is off the air for a certain period of time, so that one has the opportunity to make the online orders for this.
 - Put a telephone number or e-mail address on the under construction / password page to let customers temporarily place an order in an alternative way.

1 to 2 days before live

- Transfer the shop accounts from the old shop to the new
- Mail to customers about the go live
 - Inform customers by e-mail that the webshop goes live on date x
- Google Analytics / Tag Manager setup

Live

- Remove password from the shop or turn off the under construction page, check the accessibility of the menu, homepage etc.
- DNS record (this can take up to 24 hours for it to be visible worldwide)
 - Check the DNS record
- Check if the webshop is accessible
- Inform customers that the shop is live
 - Tip: send a discount code to generate traffic to the new shop
- Inform existing customers with instructions regarding the new shop account
- Promote the go live on social media

Shortly after live

- Yes, you did it! Let's celebrate 😊
- Generate sitemap
- Provision Google search console and sign in sitemap
- Continue to promote the shop with promotions, blogs etc via social media