

# Pre-launch checklist

Use this checklist to prepare your team for any major product or feature launch. These steps can reduce unpredictability and help your team recover quickly should problems arise.

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- Database indexes created**  
(i.e. no unindexed columns queried from end-user requests)

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  - CDN caches populated**  
(static assets, other pre-computed resources)

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  - Systems monitoring in place and made available to all**  
(e.g. New Relic, CloudWatch)

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  - Business metrics analytics in place and made available to all**  
(e.g. Tealium, Google Analytics)

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  - Staffing plan in place for day -1, day 0, day +1, day +2**

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  - Server hosting support staff alerted**  
(i.e. give technical account managers a heads-up you're having a major event)

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  - Switchover/DNS redirects in place and tested**  
(i.e. if you need to repoint what the root of the domain name references.  
Don't forget about DNS TTLs.)

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  - Other stakeholders teams coordinated with**  
(i.e. any dependencies on third-parties need to be explicitly spelled out.  
Assign key personnel to be the go-between.)
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From "Getting ready for launch" at <https://www.adhoc.team/2021/01/08/getting-ready-for-launch/>