# Mitigating Risk in ECommerce Launches A Project Manager’s Guide Related Reads and Resources

Here's a **Launch Day Checklist for E-Commerce Project Managers** to help ensure a smooth and successful go-live:

## ✅ E-Commerce Launch Day Checklist

**🔧 Technical & Infrastructure**

* All production environments are deployed and tested (dev, staging, live)
* DNS changes scheduled with fallback options in place
* CDN and caching configurations are validated (e.g., Cloudflare, Akamai)
* SSL certificate is valid and applied to all domains
* 301 redirects are tested and mapped for all legacy URLs
* Mobile responsiveness confirmed across key devices and browsers
* Load testing completed; performance monitoring active (e.g., Datadog, Pingdom)
* Backup snapshot of pre-launch database and assets created

**💳 Payments, Checkout & Integrations**

* Payment gateways (e.g., Stripe, PayPal, Apple Pay) tested in production
* Checkout process validated (cart → confirmation)
* Taxes, shipping rules, and discount codes tested
* ERP, CRM, inventory, and fulfillment systems connected and syncing properly
* Confirmation emails, receipts, and notifications tested

**📦 Product & Content**

* All SKUs, images, descriptions, and categories reviewed for accuracy
* Search functionality tested (autocomplete, filters, relevance)
* Pricing validated (promos, variants, tiered pricing)
* Accessibility audit passed (WCAG compliance)
* Broken links and 404s resolved (run Screaming Frog or Ahrefs crawl)

**📈 Analytics & SEO**

* Google Analytics 4 and Google Tag Manager live and collecting data
* Google Search Console and Bing Webmaster Tools configured
* Robots.txt, sitemap.xml, and canonical tags reviewed
* Structured data (Schema.org) validated with Rich Results Testing Tool
* Tracking pixels (Meta, LinkedIn, etc.) firing correctly

**📣 Marketing & Customer Communication**

* Email marketing platform (e.g., Klaviyo, Mailchimp) synced and tested
* Pre-launch or “site live” email campaign scheduled or sent
* Social media links functional and branded
* Support team briefed and scripts for common issues prepared
* Live chat, ticketing, or chatbot systems online

**🔄 Final QA & Contingency**

* QA sign-off from product, dev, QA, UX, and marketing
* Rollback plan documented and ready
* Support escalation contacts confirmed and available
* Stakeholders updated with go-live timeline and checklist sign-off
* Post-launch monitoring plan in place (first 72 hours)

**Pro Tip**: Assign a dedicated "Launch Captain" to coordinate communications and real-time decisions on launch day.

Here are the **related reads** and **additional resources** to support the blog post *“Mitigating Risk in E-Commerce Launches: A Project Manager’s Guide.”*

## 📚 Related Reads

**1. “The Phoenix Project” by Gene Kim, Kevin Behr, and George Spafford**

A must-read for project managers navigating the complexities of IT, DevOps, and high-stakes go-lives—perfect for understanding risk and value delivery in technical projects.

**2. “Making Things Happen” by Scott Berkun**

Practical insights into project execution, troubleshooting, and managing uncertainty—ideal for digital and e-commerce PMs leading launch-critical work.

**3. Moz Blog – “The Ultimate Site Migration Guide”**

A detailed SEO-focused guide to minimizing risks during platform or domain migrations.
🔗 [Read here](https://moz.com/blog/website-migration-guide-seo)

**4. Shopify Blog – “Ecommerce Replatforming Checklist”**

Step-by-step guidance for e-commerce managers moving to a new platform like Shopify, with focus on risk, data, and UX.
🔗 [Read here](https://www.shopify.com/enterprise/ecommerce-replatforming-checklist)

**5. BigCommerce – “Pre-Launch Ecommerce Website Checklist”**

Covers essential QA, content, integrations, and security verifications before launch.
🔗 [Read here](https://www.bigcommerce.com/blog/pre-launch-checklist/)

## 🛠️ Additional Resources & Tools

* [**Screaming Frog SEO Spider**](https://www.screamingfrog.co.uk/seo-spider/) – Scan for broken links, metadata issues, redirects, and crawl depth pre- and post-launch.
* [**Google Search Console**](https://search.google.com/search-console/) – Monitor site indexing, errors, and performance after launch.
* [**LoadNinja**](https://www.loadninja.com/) – A powerful tool for simulating real-user load and stress testing your new site before launch day.
* [**LaunchDarkly**](https://launchdarkly.com/) – Enables feature flag management and rollback controls to reduce deployment risk.
* [**Google Tag Manager**](https://tagmanager.google.com/) – Manage tracking codes and marketing tags without code pushes, reducing launch-day technical bottlenecks.
* [**Looker Studio (formerly Google Data Studio)**](https://lookerstudio.google.com/) – Create post-launch dashboards to track KPIs like conversion rate, bounce rate, and error reports in real time.

## 🎓 Courses & Certifications

* **LinkedIn Learning – “IT Help Desk for Beginners: Launching and Troubleshooting”**
Great for PMs who need to understand the technical basics of infrastructure, DNS, and launch readiness.
🔗 [Course link](https://www.linkedin.com/learning/it-help-desk-for-beginners)
* **Coursera – “Project Risk Management” (University of Washington)**
A deep dive into qualitative and quantitative risk tools with real-world case examples.
🔗 [Enroll here](https://www.coursera.org/learn/project-risk-management)
* **PMI – Risk Management Professional (PMI-RMP®)**
For PMs looking to strengthen formal expertise in identifying and mitigating project risk.
🔗 [PMI-RMP Info](https://www.pmi.org/certifications/risk-management-pmi-rmp)