

Product Operations Checklist [Template]

Project: <insert project name>

Launch Date: <insert date>

Status: <open; in progress; done>

#	Done	Product Development Tasks	Deliverable date	Status	Who
1	✓	- briefing assessment	Jan. 01	Done	RJ
2	✓	- font in graphic format	Jan. 10	Done	JE
3	✓	- branding color change	Jan. 10	Done	JE
4	✓	- layout 1 creative	Jan. 10	Done	JE
5	✓	- 2nd order creative	Jan. 10	Done	JE
6	✓	- layout 1 template	Jan. 10	Done	JE
7	✓	- 2nd order template	Jan. 10	Done	JE
8	✓	- media assets compiled	Jan. 10	Done	RJ
9	✓	- media assets approved	Jan. 20	Done	RJ
10	✓	- media assets optimized	Jan. 20	Done	RJ
11	✓	- new photographs	Jan. 20	Done	HV
12		- language translation template	Jan. 20	In progress	SJ
13		- language translation approved	Jan. 20	In progress	SJ
14		- logins created	TBD	Not assigned	<name>
15		- logins approved	TBD	Not assigned	<name>
Total:		11/15			
		% 73%			

#	Done	Data Feeds	Deliverable date	Status	Who
1	✓	- recheck feed information	Jan. 20	Done	JE
2	✓	- internal API	Jan. 20	Done	JE
3	✓	- iTunes	Jan. 20	Done	JE
4		- Google API	TBD	Not assigned	<name>
5		- Yahoo API	TBD	Not assigned	<name>
Total:		3/5			
		% 60%			

#	Done	Search Engine Promotion	Deliverable date	Status	Who
1	✓	- write SEO search tags	Jan. 01	Done	SJ
2		- Google submit	TBD	Not assigned	<name>
3		- Yahoo! Submit	TBD	Not assigned	<name>
Total:		1/3			
		% 33%			

#	Done	Analytics	Deliverable date	Status	Who
1		- analytics report run	Jan. 21	Not assigned	<name>
2		- analytics report sent	Jan. 31	Not assigned	<name>
Total:		0/2			
		% 0%			