Software Checklist

Created: 1/2/2012

# Tasks:

☐ **Default**

☐ **Identify Target Audience**

☐ **Create a Logo for your software**

☐ **Create Website to promote the software**

☐ **Create and required Packaging (CD Cover Design & CD Label)**

☐ **Create Software Documentation**

☐ **Determine your Pricing and Quantity Discounts**

☐ **Set up Order Pages on your site**

☐ **Launch for Beta Testers**

☐ **Announce Release on forums**

☐ **Write and submit Press Releases**

☐ **Post Press Release to PR distribution sites**

☐ **Create RSS Feeds for your software news**

☐ **Set up Newsletter Subscription**

☐ **Optimize Website for Search Engines (SEO)**

☐ **Define Minimum System Requirements**

☐ **List Software on Download Sites (many are available for free)**

☐ **Capture Screen Shots and include on site and packaging**

☐ **Set up an Affiliate Program to further promote**

☐ **Set up a Reseller Program**

☐ **Create Key Benefits List**

☐ **Establish Discounts for Non-Profits or Educational Markets as those will give you positive PR**

☐ **Expand this software checklist to fit your product**