

# 6. Launching the transformed content

## Step 1: Decide on a redirection strategy

If you have transformed a static HTML site, read the guidelines on [Redirects, backups, removal of transformed HTML sites](#).

If you have transformed another type of site other than HTML, contact [Comm Europa Management](#) well in advance

## Step 2: Chose a launch date

Check that no major events are happening on your preferred launch day. This includes

- platform releases
- [ec.europa.eu/info](#) releases
- important events which might require content updates

Furthermore, a launch should not be scheduled on a Friday.

Once you have set the launch date, also watch out for any changes or delay of releases. Best to inform your [Account / Class manager](#) as they can also keep an eye on the release calendar.

## Step 3: Double-check your pages

- Are files correctly included in the pages: Either in the documents section or underneath the relative paragraph as a 'teaser' (never add them as links)? [Add a file node to a page](#)
- Do all draft nodes contain content or links to other websites (legacy links)?
- Do all links work and lead users to real URLs and not node URLs such as <https://ec.europa.eu/info/node/1234? Page#Insertinternallink>
- Have you removed any jargon, such as euro area eurozone, Member States EU countries, or third countries non-EU countries? [Jargon and clear writing alternatives](#)
- Are all pages validated?

## Step 4: Launch day

### Timing

Best to start the launch in the morning in case there are any issues.

### Order

#### 1. Files and publications

Publish all files and publications first. The order does not matter.

You can use the bulk publishing via [https://ec.europa.eu/info/admin/content\\_en](https://ec.europa.eu/info/admin/content_en).

Note that bulk publishing only works for nodes, which have never been published and not for already published nodes with new drafts.

#### 2. Pages – Publish top-down

It is recommended to launch top-down so that URLs are not affected.

That means you publish in this order:

1. Landing page of your new section
2. All pages below the landing page
3. Next level pages
4. Etc.

If you decide to publish the pages bottom-up, be aware that the CMS may change the URL alias and/or the breadcrumb. For example, if the parent page is not yet published, it may not appear in the URL alias, and will definitely not appear in the breadcrumb.

For the same reason **do not schedule the publication** of the pages, unless you schedule it according to the order above.

The disadvantage of working top-down, though, is that the highest-level pages will be empty as long as their children pages are not yet published. Therefore, try to finalise the launch within 2 hours and make sure to involve as many people in the launch as necessary.

If you want to use scheduled publishing, please test first the behaviour of the URLs aliases in the playground.

## Step 5: Double-check the launched pages

Log out of the CMS back-end and click through all pages and test all links to check that nothing has been forgotten. Best to do this test in multiple browsers, such as Internet explorer, Firefox, Chrome.

## Step 6: Delete or archive your old website or section

See [Archiving](#) for more information.

## Step 7: Activate redirections

1. Inform [Comm Europa management](#) about the launch and ask them to activate the redirection
2. Test the redirects

## Contact and support

If you require further assistance, please contact:

[Comm Europa Management](#)

European Commission  
DG Communication  
Unit B.3  
Europa Web Communication