QR code BEST PRACTICES CHECKLIST

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QR Code Pre-Implementation Checklist

❏	**1) Our Business objective for using QR codes is clear**	*Evaluate your business objective for using QR-codes. Ultimately, what action do you want your prospects to take?*
❏	**2) My prospects are in the QR code user demographic**	*Research the prospective mobile audience (via Comscore, Nielson, mobile web analytics, industry reports). Do your prospects have smartphones with cameras?*
❏	**3) Our QR codes add value for our prospects**	*Evaluate the value QR-codes will add for the prospect. Your prospects need a good reason to scan the code.*

QR-Code Creation Checklist

❏	**4) Our target website is "Mobile Ready"**	*Be sure target website is formatted for mobile displays. Is your site mobile ready?*
❏	**5) We're using a short URL for best QR code readability**	*Minimize data stored in the barcode for best readability. If the URL is too long to type, consider a URL shortener.*
❏	**6) Our QR code has been tested for readability**	*Test your QR-codes to ensure scanability. Be sure to use different smartphones, lighting, reader apps, etc.*
❏	**7) Data is being collected from QR code scans**	*Confirm on your computer server (website) that QR-code campaign scan data is being collected correctly.*

QR-code Artwork Checklist

❏	**8) Our artwork doesn't obscure our business objective**	*QR-code artwork may be creative, but don't let creativity obscure the business objective. Sometimes simple is best.*
❏	**9) We have included a verbose "Call To Action"**	*Include a verbose (text) "Call to Action" near the QR code to encourage users to scan and tell users what will happen upon scanning.*
❏	**10) We have included instructions for scanning the QR code**	*(Recommended) Provide a short text sentence near the QR-code that will help users find a mobile barcode reader application if they don't have one on their phone.*
❏	**11) We have included a text URL**	*Provide an easy, text URL for manual entry as an alternative in case customer has no smartphone, can't scan, or Internet is unavailable.*

QR-Code Implementation Checklist

❏	**12) The site has WiFi and/or cellular internet coverage**	*Confirm adequate wireless Internet access (WiFi) in the campaign area — except in rare implementations when no Internet is required (QR-code text only, QR-code business cards). Don't assume cellular Internet connections are available everywhere*
❏	**13) The QR codes are placed in scannable locations**	*Place QR-codes in scannable locations, typically at eye level, with proper lighting and no visual obstructions.*
❏	**14) The analytic data from the scans appears valid**	Evaluate analytic data on host to confirm QR-codes are being scanned and user data are being collected.