

# QR Code Strategy Checklist

Plan and launch with confidence

NoRentalQR.com

Own your codes. Forever.

Most QR code deployments fail not from bad design, but bad planning. This checklist walks you through every decision — from goal-setting to post-launch analysis — so your codes work on day one and keep working long after.

## 1 Define Your Goal

Before you generate a single code, get clear on what success looks like.

- I know the primary action I want users to take after scanning (visit, download, contact, register)
- I've identified which audience will scan these codes (customers, employees, event guests)
- I've set a measurable target (e.g. 200 scans in 30 days, 15% conversion rate)
- I've confirmed this QR code is the right channel (vs email, NFC, or just a URL)
- I've allocated a budget for design, printing, and tracking (if needed)

## 2 Choose the Right QR Type

QR Type	Best For	Static or Dynamic?
URL / Redirect	Websites, landing pages, campaigns	Dynamic recommended
vCard / Contact	Business cards, name badges	Static works fine
WiFi	Offices, hotels, cafes	Static works fine
Email / SMS	Support, feedback forms	Static works fine
Event / Zoom	Tickets, RSVPs, webinars	Dynamic (link may change)
Crypto Wallet	Payments, donations	Static (address is fixed)
Plain Text	Instructions, product info	Static works fine
Menu / PDF	Restaurants, product sheets	Dynamic strongly recommended

- I've selected the correct QR type for my use case from the table above
- I've decided: static (permanent, no tracking) or dynamic (trackable, editable destination)

- If dynamic: I understand I need a NoRentalQR account to retain fallback protection
- If static: I've confirmed the destination/data will never need to change

### 3 Design & Branding

A QR code is a brand touchpoint. Treat it like one.

- I've added my brand colours to the QR code (foreground and background)
- I've embedded my logo into the centre of the code
- I've tested the branded code still scans correctly before printing
- I've chosen SVG/vector export for any print use (prevents pixelation at scale)
- I've kept sufficient contrast between code colour and background
- I've included a clear call-to-action near the code ("Scan to order", "Scan for WiFi")
- My code is sized correctly: minimum 2.5cm x 2.5cm for print; larger for far-scan contexts
- I've left a quiet zone (white border) around the code — at least 4 modules wide

**Pro tip:** Always test-scan your branded QR code on at least two different devices (iOS and Android) before sending to print. Branding can occasionally reduce scannability if contrast or logo size is off.

### 4 Placement & Context

- The code is placed where scanners will have time to stop and scan (not on moving vehicles)
- There's a clear reason to scan — the CTA explains the benefit, not just the action
- The placement doesn't require awkward angles or uncomfortable postures to scan
- For print: tested under the actual lighting conditions of the final placement
- For digital: the code is large enough on-screen to scan from a reasonable distance
- I've considered scan distance — codes on large signage need to be much larger
- There's no glare, laminate distortion, or surface texture interfering with scanning

### 5 Technical Setup

- The destination URL is live and tested before the code goes to print
- The landing page is mobile-optimised (QR scanners are always on mobile)
- Page load time is under 3 seconds on mobile (slow pages kill conversions)
- I've verified the link works without redirects to login walls or paywalls
- For dynamic codes: I've confirmed the destination can be updated without reprinting
- I've organised my code in a clearly-named folder within NoRentalQR
- I've noted which print runs correspond to which code (for future tracking)

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## Analytics & Tracking

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- I've enabled analytics on dynamic codes that need performance tracking
- I know what metrics matter: scan volume, scan location, device type
- I've set a review cadence — weekly or monthly check-in on scan data
- I've set up a UTM parameter on the destination URL for deeper funnel tracking
- I have a plan for what to do if scan rates are lower than expected
- I know how to use NoRentalQR's location data to spot geographic patterns

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## Post-Launch Review

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- I've done a first scan audit 48–72 hours after launch to confirm codes work in the field
- I have a process for updating dynamic destinations when campaigns change
- I've archived or disabled any expired campaign codes to keep my dashboard clean
- I've documented what worked and what to change for the next deployment
- If using physical print: I have a plan for reprinting if a static destination changes

**Remember:** With NoRentalQR, your codes are yours permanently. Static codes need no server and work forever. Dynamic codes fall back to their last saved destination even if your plan changes — they're never held hostage. Plan boldly. Print confidently.