

Website Checklist

By Jason Conn

- ☐ Website hosting
 - ☐ Know the monthly bandwidth limits.
 - ☐ Know the cost for extra bandwidth each month.
 - ☐ Read and understand the Terms of Service.
 - ☐ Verify the amount of server storage allowed.
 - ☐ Understand the policy regarding CGI scripts.
 - ☐ Verify database access and ecommerce shopping cart access.
 - ☐ Confirm your access to server logs.
- ☐ Pre-launch
 - ☐ Choose typography and layout.
 - ☐ Check content and style.
 - ☐ Check headings for where you could potentially use ligatures.
 - ☐ Check for widow/orphan terms in important paragraphs.
 - ☐ Correct all spelling and grammar errors.
 - ☐ Use capitalisation.
 - ☐ Use recurring/common phrases (e g. 'More about X' links).
 - ☐ Use variations in words.
 - ☐ Check for hard-coded links to staging domain.
 - ☐ Ensure no test content on site.
 - ☐ Check how important pages (e g. content items) print.
 - ☐ For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing.
 - ☐ Check all 'Hidden Copy' (e g. alt text, transcriptions, text in JavaScript functions).
 - ☐ Create a custom error page.
- ☐ Standards and Validation
 - ☐ HTML validation.
 - ☐ JavaScript validation.
 - ☐ CSS validation.
- ☐ SEO
 - ☐ Ensure page titles make sense and have relevant keywords in them.
 - ☐ Create metadata descriptions for important pages.

- ☐ Check for canonical domain issues.
- ☐ Ensure content is marked-up correctly.
- ☐ Check for target keyword usage in general content.
- ☐ Check format of URLs.
- ☐ Set up Analytics and any other packages for measuring ongoing success.
- ☐ Create an XML Sitemap.
- ☐ Configure Google Webmaster Console and Yahoo! Site Explorer.
- ☐ Functional Testing
 - ☐ Check all bespoke/complex functionality.
 - ☐ Check search functionality (including relevance of results).
 - ☐ Check page display in all browsers and operating systems.
 - ☐ Test pages at different screen resolutions.
 - ☐ Test all forms (e.g. contact us, blog comments), including anti-spam features, response emails/text.
 - ☐ Test without JavaScript, Flash, and other plug-ins.
 - ☐ Verify all hyperlinks.
- ☐ Security/Risk
 - ☐ Configure backup schedule, and test recovery from backup.
 - ☐ Protect any sensitive pages.
 - ☐ Use robots.txt where necessary.
 - ☐ Perform security/penetration test.
 - ☐ Turn-off verbose error reporting.
 - ☐ Check disk space capacity.
 - ☐ Set-up email/SMS monitoring/alerts for errors and server warnings.
- ☐ Performance
 - ☐ Test your page load speed.
 - ☐ Check image optimisation.
 - ☐ Check and implement caching.
 - ☐ Minify/compress static (JavaScript/HTML/CSS) files.
 - ☐ Optimise your CSS.
 - ☐ Check correct database indexing.
 - ☐ Check configuration at every level (Web server, Database)
 - ☐ Configure server-based logging/measurement tools.

- ☐ Post-Launch
 - ☐ Use social marketing: Twitter, LinkedIn, Digg, Facebook, Stumbleupon.
 - ☐ Submit to search engines.
 - ☐ Set-up PPC/Google Adwords.
 - ☐ Check formatting of site results in SERPs.
 - ☐ Monitor and respond to feedback.
 - ☐ Check analytics for problems, popular pages and adjust when necessary.
 - ☐ Update content regularly.