

Website Checklist

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- 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.