Website Checklist

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# Tasks:

☐ **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.**