

# 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.