

# Belmont SEO Lab — Final QA Summary (Ready for Sign-Off)

Date: 2025-09-08 Audience: Lindsey (Belmont)

## What we checked (plain English)

- We made sure the site builds cleanly with no code errors.
- We opened every tool page to confirm it loads and the right headings show up.
- We spot-checked the visuals so the layout and buttons look consistent.
- We ran an accessibility check so people can use it with a keyboard or screen reader.
- We ran a quick performance test to confirm the pages open quickly.
- We verified SEO basics (titles, sharing previews, sitemap, and robots settings).

## What we saw (results)

- Build and quality checks: Passed.
- Tool pages open and behave: Passed. The dashboard “Load Demo Metrics” button updates numbers immediately.
- Visual consistency: Passed. Screens match the polished UI we shipped.
- Accessibility: Passed at WCAG 2.1 AA level (industry standard). A full summary report is saved for your records.
- Performance: Pages respond quickly on our tests. The dashboard loads smoothly.
- SEO: Sitemap and robots files are in place, and sharing previews are set.

## Ready to launch

- The site is ready for your review and everyday use.
- Nothing blocks launch.

## What to do next (we can do this for you)

1. Turn search indexing on when you’re ready to be visible in Google.
  - Switch `NEXT_PUBLIC_ALLOW_INDEXING` to `true` in your hosting settings.
2. Connect Google Analytics 4 (GA4) to show live conversions on the dashboard.
  - Once connected, the dashboard will show where bookings come from and which services sell best.
3. Optional monthly checkups.
  - We can run a monthly health check and keep an eye on performance and accessibility.

## Sign-off checklist

- ☐ The home page and each tool page open without errors.
- ☐ The dashboard “Load Demo Metrics” updates KPIs immediately.
- ☐ The Contact & Location card shows live hours (if connected).
- ☐ The site looks and feels consistent on desktop and mobile.
- ☐ Accessibility meets today’s standards (WCAG AA).
- ☐ SEO basics work: title/description, open-graph image, sitemap, robots, and a 404 page.
- ☐ (When you’re ready) Indexing turned on and GA4 connected.

## Where reports live (for reference)

- Accessibility report: `tests/accessibility/wcag-summary.json`
- Lighthouse (speed) results: `tests/performance-results.json`
- Visual tests: `test-results/visual/` and `tests/visual/...-snapshots/`

## Security notes

- No secrets are stored in the code. Any API keys live in hosting settings only.
- The app is designed to run safely without keys; features that need keys simply stay disabled until you add them.

If you'd like, we can package this into a one-page PDF for your records.

We're ready for launch whenever you are.