Technical	Priority	Testing Outcome	Effort	Recurrence	Tool
Implement a secure HTTPS protocol	Complete	Positive	Complete	One time	https://caddyserver.com/
Ensure responsiveness across devices	High	No, partially done	More	One time	https://seomator.com/mobile-friendly-test
First Contentful Paint (FCP)	High	No, FCP 2.1 sec	More	Monthly	https://chromewebstore.google.com/detail/lighthouse/blipmdconlkpinefehnmjammfjpmpbjk
First Input Delay (FID)	High	No, speed index 1.7 sec	More	Monthly	https://chromewebstore.google.com/detail/lighthouse/blipmdconlkpinefehnmjammfjpmpbjk
Largest Contentful Paint (LCP)	High	No, LCP 8.5 sec	More	Monthly	https://chromewebstore.google.com/detail/lighthouse/blipmdconlkpinefehnmjammfjpmpbjk
Total Blocking Time (TBT)	High	No, TBT 350 ms	More	Monthly	
Setup canonical domain name	High	Not done	Less	One time	
Clean, keyword-optimized and user-friendly URLs	High	No, partially done	Moderate	One time	
Optimize website's structure and navigation	Medium	Not applicable yet	Moderate	One time	
Apply schema markup for product visualization	Medium	Not applicable yet	Less	One time	https://developers.google.com/search/docs/appearance/structured-data/product
Set the preferred version of the site	Medium	Not applicable yet	Less	Monthly	https://cognitiveseo.com/site-audit/
Install Google Search Console snippet code	Medium	Not applicable yet	Less	One time	https://support.google.com/webmasters/answer/10267942?hl=en
Robots.txt Test	Low	Not done	Less	One time	https://www.seoptimer.com/robots-txt-checker
Sitemap Test	Low	Not done	Less	Monthly	https://toolsaday.com/seo/sitemap-checker
Optimize 404 page	Low	Not done	Less	Monthly	https://sanofeld.de/robots-tester/
Monitor toxic backlinks	Low	Not applicable yet	Less	Monthly	https://moz.com/link-explorer
Install AWT snippet code for gaining access to free SEO dashboard	Low	Not applicable yet	Less	One time	https://ahrefs.com/webmaster-tools
Content					
Ensure pages include headlines	Complete	Positive	Less	Weekly	Page inspection
Ensure pages include metatitles	High	Not done	Less	Weekly	https://tiny-img.com/tools/meta-title-meta-description/
Ensure pages include metadescriptions	High	Not done	Less	Weekly	https://tiny-img.com/tools/meta-title-meta-description/
Ensure images have alt attribute	High	Not done (for all)	Less	Weekly	Page inspection
Ensure footer include nap, imprint, legal pages, sitemap, social network	Medium	Not done	Less	One time	Page inspection
Adding breadcrumbs for better navigation	Low	Not applicable yet	Less	One time	Page inspection
Align with marketing on keywords to use as internal links	Low	Not applicable yet	Less	One time	
Install SEO Yoast plugin for onpage optimization (titles metatags, headings)	Low	Not applicable yet	Less	One time	
Off-page					
Analyze competitors backlinks and send list to marketing	Low	Not applicable yet	Less	Weekly	
Implement Trustpilot widget to leverage product reviews	Low	Not applicable yet	Less	Weekly	
Setup and monitor Social Media Listening	Low	Not available yet	Less	Monthly	
Setup and monitor Brand Tracking Alert	Low	Not available yet	Less	One time	
How did your template perform when tested on the Chillomania website? Is there anything you would change if you had to start over?					
- the checklist was initially prepared for fully functioning websites, a checklist should be adapted to the stage the website actually stands					
- probably, it would have helped to have separate sections on before launch/after launch tasks					
- probably it could help to further adapt it after internal kickoff once the role of different departments developer vs. marketing dept are clearly defined					