**Website Test Plan – PRE-LAUNCH**

CSS/HTML is properly validated and Scripts are optimized across web pages. All images, videos and audio files are in the correct places, formatted and working on all devices. Header, navigation, paragraphs, footer and other formatting are correct.

For the usability testing, the participant performs a list of tasks using the product being tested while observers watch and take notes.

For the accessibility testing, all forms have labels and images have appropriate Alt tags. Also, font size, spacing should be easy to read and between text and background contrast should be adequate.

For the functionality testing, you should test login, logout, registration and search box that it works correctly.

Also, the web site should be tested that its response time is appropriate, information throughput is effective and server resource utilization are reasonable by performance testing.

Furthermore, this website must display well in Mac, Window, Mobile, Tablet, desktop and all browsers such as Google Chrome, Firefox and Window.

**WEB USABILITY TEST**

|  |  |  |
| --- | --- | --- |
| Is the navigation easy to find? | Y | N |
| Contact information of the company such as address, email and phone number, is easy to find. | Y | N |
| What is the contact number of the company? |  | |
| Can you purchase any products easily? | Y | N |
| Can you register? | Y | N |
| Can you update your information without any problems? | Y | N |

**WEB ACCESSIBILITY TEST**

|  |  |  |
| --- | --- | --- |
| Is the content easy to read? (Adequate text‐to‐background contrast) | Y | N |
| Font size/spacing is easy to read? | Y | N |
| Do images have appropriate ALT tags? | Y | N |
| Do page titles are shown properly across web pages? | Y | N |
| Can you use every function in the website without a mouse control? | Y | N |

**DATABASE FUNCTIONALITY TEST**

|  |  |  |
| --- | --- | --- |
| Registration forms are submitting data properly. | Y | N |
| Success message or error message displays after form is submitted. | Y | N |
| Contact Us form data is being emailed to a recipient and/or stored in a company database. | Y | N |
| Comment & rating form data is stored in a database and it shows on page properly. | Y | N |
| The search feature are working properly | Y | N |
| Online shopping facilities ensure that all transactions are secure, and everything runs smoothly. | Y | N |
| The updated data in My account is changed in database properly. | Y | N |

**CLIENT-SIDE SCRIPTS**

|  |  |  |
| --- | --- | --- |
| Does JavaScript error messages are properly displayed for the login? | Y | N |
| Image slider is working properly | Y | N |
| CSS, HTML, Javascript files are linked properly | Y | N |
| Bootstrap is working properly | Y | N |
| Print screen button is working properly. | Y | N |

**SERVER-SIDE SCRIPTS**

|  |  |  |
| --- | --- | --- |
| No syntax/runtime errors and warnings in the code | Y | N |
| Verify that the size of the file is not too large. | Y | N |
| Make sure to validate email addresses | Y | N |

**WEBSITE ADMINISTRATION**

|  |  |  |
| --- | --- | --- |
| Member cannot access to the dashboard. | Y | N |
| Admin can access to the dashboard and the website as well. | Y | N |
| Member can access to all pages without logged in, but cannot purchase products and leave comment. | Y | N |
| Admin cannot access information of members. | Y | N |
| Member can update and delete their information. | Y | N |

**Website Test Plan – POST-LAUNCH**

Website will be audited Site Health, Red Flag, Competitive Site, Negative SEO or Attacked Site, Security Audits.

Objectives of this audit are that analyzing the website gaps, and among its competitors to see what opportunities there are for site growth, Assessing general site health such as a downturn in traffic and analyzing conversion issues, which can be onsite or technical.

We will focus of the audit on content, design, server metrics, downtime, optimization, social links and page speed using Google Analytics data.

Before an audit begins you should phone call to go over your site's history, past issues, and SEO efforts. Also, after access to your analytics and Webmaster Tools accounts, then you should give them that data for getting different insights from them.

**REVIEW OF WEBSITE SINCE GOING LIVE**

**AUDIT PLAN/CHECKLIST**

|  |  |  |
| --- | --- | --- |
| Content on the web site is fresh? | Y | N |
| Page speed: Average time to load home page? | Y | N |
| Page speed: Average time to load other pages? | Y | N |
| Are most important pages linked to from Sidebar? | Y | N |
| Is the web site registered with Google Analytics? | Y | N |
| How many users come back to this website? | Y | N |
| How many users visit this site per day? | Y | N |
| What language is used most often? | Y | N |
| What is the most interest category of users? | Y | N |
| Real-Time: | | |
| Which pages they're viewing? | Y | N |
| What are the top keywords? | Y | N |
| Is the traffic | Y | N |

**EXPECTED AUDIT/TEST OUTCOMES**