**New Website Checklist**

|  |  |
| --- | --- |
| **Content and Style** | |
| Typography and layout |  |
| Treatment of bulleted lists (e.g. periods or commas at end of each item) |  |
| Check for hard-coded links to staging domain (i.e. ensure all links will change to ‘live’ URL/domain when site is launched) |  |
| Ensure no test content on site |  |
| For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing (See **Checklist for Recreating Existing Sites**) |  |
| Check all ‘Hidden Copy’ (e.g. alt text, transcriptions, text in JavaScript functions) |  |
| **Standards and Validation** | |
| Accessibility |  |
| HTML validation |  |
| JavaScript validation |  |
| CSS validation |  |
| **Search Engine Visibility,**[**SEO**](http://www.boxuk.com/seo-services/)**and Metrics** | |
| Page Titles are important; ensure they make sense and have relevant keywords in them. |  |
| Create metadata descriptions for important pages. |  |
| Check for canonical domain issues (e.g. variations in links to http://site.com http://www.site.com http://www.site.com/index.html should be reduced to a single consistent style) |  |
| Ensure content is marked-up semantically/correctly (<h1>, etc.) |  |
| Check format (user/search engine friendliness) of URLs |  |
| Create an XML Sitemap |  |
| **Functional Testing** | |
| Check all customized functionality |  |
| Check search functionality (including relevance of results) |  |
| Check on common variations of browser (Internet Explorer, Firefox, Safari, Chrome etc.), version (6, 7, 2.2, 3.1 etc.) and platform (Windows, OSX, Linux) |  |
| Check responsiveness |  |
| Check on common variations of Screen Resolution |  |
| Test all forms (e.g. contact us, blog comments), including anti-spam features, response emails/text, etc. |  |
| Test without JavaScript, Flash, and other plug-ins |  |
| Use robots.txt where necessary |  |
| Check all external links are valid |  |
| Create custom 404/error pages |  |
| Create a favicon |  |