C H E C K L I S T

ATABIX FRONT-END BETA LAUNCH STANDARDS

**TECHNICAL**

* Browser variations. Make sure it’s cross-browser compatible on different versions.
* Responsiveness. Make sure it works on every screen size.
* Minify CSS
* Minify JavaScript
* <title> tags & <meta> data (see: SEO)
* 404 Error handling template (page not found)
* Font usage. Check if every font is used as intended and rendered a proper way (font-smoothing)
* Favicon is present
* Touch icons for mobile devices & desktop are present
* Image sprite
* SVG sprite
* Image optimizations with Kraken.IO
* Images, Audio & Video work across all supported devices
* Test all forms (contact form etc.) should work!
* Test every anchor on the website (<https://validator.w3.org/checklink>)

**CONTENT (copy)**

* Content spelling and grammar on the entire website
* Appropriate tone of voice
* Punctuations
* Capitalisation
* Consistency of writing style
* Remove dummy content
* Hidden content is correct (alt texts etc.)
* Terms & Conditions
* Privacy Policy
* Company registered information is correct and easy to find   
  (phone, address, email etc.)

**SEO**

* Correct usage of h1, h2, h3, h4 etc.
* Image ALT tags
* <title> tags & <meta> data
* Clean URL’s and search engine friendly structure   
  (example: [www.example.com/products/product](http://www.example.com/products/product))
* W3C validation (see: <https://validator.w3.org>)
* Sitemap XML added to Google
* Site ownership: Google verification HTML file or <meta> tag
* Google Analytics integration
* robots.txt
* Google Publisher tag

**USABILITY & PERFORMANCE**

* Atabix Front-end Performance Standards checklist
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