Website Checklist

The below checklists are to help ensure that everything that's needed when a site is completed. Use it, print it, change it, whatever you need to do. If you have any suggestions, always feel free to add an issue or submit a PR.

Before starting

- Log outstanding content
- Setup GIT repository
- Setup hosting account

Proof read

- Check that landing page content includes keywords and areas

Analytics test

- Login to Google Analytics and check it's working

Browser testing

- Check for bugs in supported browsers
  - Internet Explorer 10+
  - Microsoft Edge (current version + 2 previous)
  - Google Chrome (current version + 2 previous)
  - Mozilla Firefox (current version + 2 previous)
  - Apple Safari (current version + 2 previous)
- Display warning message to users of old browsers (<IE10)

E-mail form test

- Send a test message to your own e-mail address
- Send a test message to the client
- Set a reminder to follow up if you receive no reply within a few days

SEO checklist

- Relevant page titles (e.g. Building Services in Eltham | My Building Co.)
- Include the target keyword/search phrase in the page URL if possible.
- Create relevant links to other pages in the site within the content.
- Meta page descriptions and keywords
- Describe images with ALT tags
- Add Linking Data with business details
- Wrap contact information with [Schema](#) markup
- Ensure titles are marked up with appropriate H tags
- Generate XML Sitemap
- Setup 301 redirections for old URLs (e.g. /services.php => /services)
- Embed Google map
- Check for broken links

Performance checks

- Combine and minify CSS
- Combine and minify Javascript
- Check that only necassary assets are loaded per page
- Create image size variations for smaller screens where possible
- Optimise and compress images and media
- Test site on Google PageSpeed Insights

After completion

- Complete the final checks sheet
- Close off project on CRM