# 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. | Or for alternative pages, instead of 'About Us', make it conversational but relevant)
* 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 (Most relevant keywords only. I.e. 'Italian Restaurant', not 'Spaghetti Restaurant')
* Describe images with ALT tags (Include business name in Alt Tags)
* Add Linking Data with business details
* Wrap contact information with [Schema](https://schema.org/docs/gs.html) markup
* Ensure titles are marked up with appropriate H tags (Only 1 H1 tag per page, must include city)
* 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
* Make sure to hide any video backgrounds on mobile devices (autoplay doesn't work on mobile)

### After completion

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