**Website Checklist**

The below checklists are to help ensure that everything that's needed when putting a site live 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

**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 major bugs in supported browsers
* Display warning message to users of old browsers

**E-mail test**

* Send a test to your own e-mail address
* Send a test 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 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