



Moofar Website - Deployment Checklist

Pre-Deployment Tasks

Files to Create/Add

- ☐ `robots.txt` - In root directory
- ☐ `sitemap.xml` - In root directory
- ☐ `netlify.toml` - In root directory
- ☐ `404.html` - In root directory
- ☐ `sw.js` (Service Worker) - In root directory
- ☐ `favicon.ico` - In root directory
- ☐ `favicon-192.png` - In root directory
- ☐ `favicon-512.png` - In root directory

Files to Update

- ☐ `index.html` - Add all improvements
- ☐ `about.html` - Add header improvements
- ☐ `services.html` - Add header improvements
- ☐ `contact.html` - Update with Netlify Forms
- ☐ `gallery.html` - Add improvements & replace placeholder images
- ☐ `js/main.js` - Replace with enhanced version
- ☐ `css/style.css` - Add enhancements to bottom
- ☐ `site.webmanifest` - Update with new version

Asset Updates

- ☐ Verify logo file exists: `assets/MOOFAR Logo.jpg`
- ☐ Create `assets/projects/` folder for gallery images
- ☐ Replace all placeholder images in gallery
- ☐ Optimize all images (compress)

Deployment Steps

1. Local Testing

```
bash

# Test locally first
python -m http.server 8000

# OR
npx http-server
```

- ☐ Open <http://localhost:8000>
- ☐ Test all pages load
- ☐ Test mobile menu
- ☐ Test all links
- ☐ Test form (without submission)

2. Git Commit

bash

`git add .`

`git commit -m "Implement all website improvements - SEO, accessibility, performance"`

`git push origin main`

3. Netlify Configuration

- ☐ Go to Netlify Dashboard
- ☐ Navigate to Site Settings
- ☐ Verify build settings
- ☐ Enable Forms (Site Settings → Forms)
- ☐ Enable Asset Optimization (Build & Deploy → Post Processing)

4. Monitor Deployment

- ☐ Check Netlify deploy log for errors
- ☐ Wait for "Site is live" message
- ☐ Check build time (should be < 1 minute)

Post-Deployment Testing

Functionality Tests

- ☐ Homepage loads correctly
- ☐ About page loads correctly
- ☐ Services page loads correctly
- ☐ Contact page loads correctly
- ☐ Gallery page loads correctly
- ☐ 404 page works (test with /nonexistent-page)

Navigation Tests

- ☐ Desktop navigation works
- ☐ Mobile menu opens/closes
- ☐ All navigation links work
- ☐ Footer links work
- ☐ Logo links to homepage

Form Testing

- ☐ Contact form displays correctly
- ☐ All fields are editable
- ☐ Required validation works
- ☐ Form submits successfully
- ☐ Check Netlify Forms dashboard for submission
- ☐ Test spam protection (honeypot field hidden)

Mobile Testing

- ☐ Test on actual mobile device (iPhone/Android)
- ☐ Test on tablet
- ☐ Test landscape orientation
- ☐ Touch targets are large enough (44x44px minimum)
- ☐ No horizontal scrolling

Accessibility Tests

- ☐ Tab through all interactive elements
- ☐ Skip navigation link works (press Tab first)
- ☐ All images have alt text
- ☐ Form labels are associated with inputs
- ☐ Color contrast is sufficient
- ☐ Screen reader friendly (test with NVDA/VoiceOver)

Browser Testing

Test in:

- ☐ Chrome (latest)
 - ☐ Firefox (latest)
 - ☐ Safari (latest)
 - ☐ Edge (latest)
 - ☐ Mobile Safari (iOS)
 - ☐ Chrome Mobile (Android)
-

Performance Checks

Google PageSpeed Insights

1. Go to: <https://pagespeed.web.dev/>
2. Enter:
3. Test both Mobile and Desktop

Target Scores:

- ☐ Performance: 90+
- ☐ Accessibility: 95+
- ☐ Best Practices: 95+
- ☐ SEO: 95+

GTmetrix Test

1. Go to: <https://gtmetrix.com/>
2. Enter:

Check:

- ☐ Page load time < 3 seconds
 - ☐ Total page size < 2MB
 - ☐ Number of requests < 50
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SEO Verification

Google Search Console

- ☐ Add property for moof.netlify.app
- ☐ Submit sitemap.xml
- ☐ Verify robots.txt is accessible
- ☐ Check for crawl errors

Manual SEO Checks

- ☐ Title tags are unique and descriptive
- ☐ Meta descriptions are present (150-160 chars)
- ☐ Headings hierarchy is correct (H1 → H2 → H3)
- ☐ All images have descriptive alt text
- ☐ Internal links use descriptive anchor text
- ☐ URLs are clean and readable

Test SEO Tags

- ☐ View page source and verify:
 - Open Graph tags present
 - Twitter Card tags present
 - Structured data (JSON-LD) present
 - Canonical URLs set

Structured Data Testing

Go to: <https://search.google.com/test/rich-results>

Enter your URL

- ☐ Verify LocalBusiness schema is valid

Security Checks

HTTPS & Security Headers

- ☐ Site loads with HTTPS (<https://moof.netlify.app>)
- ☐ No mixed content warnings
- ☐ Security headers are present (check with securityheaders.com)

Test Security Headers:

Go to: <https://securityheaders.com/>

Enter:

- ☐ Aim for A or A+ rating

Expected Headers:

- ☐ X-Frame-Options: DENY
 - ☐ X-Content-Type-Options: nosniff
 - ☐ X-XSS-Protection: 1; mode=block
 - ☐ Referrer-Policy: strict-origin-when-cross-origin
 - ☐ Strict-Transport-Security
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Content Verification

Text Content

- ☐ No Lorem Ipsum placeholder text
- ☐ No spelling/grammar errors
- ☐ Company information is accurate:
 - ☐ UIN: BW00009410484
 - ☐ Phone: +267 777 23232 / +267 729 54794
 - ☐ Email: mookfara@gmail.com
 - ☐ Location: Francistown, Botswana

Images & Media

- ☐ All images load correctly
- ☐ No placeholder images remain (via.placeholder.com)
- ☐ Logo appears on all pages
- ☐ Images are optimized (< 200KB each)
- ☐ Alt text is descriptive and relevant

Contact Information

- ☐ Phone links work (tel: protocol)
 - ☐ Email links work (mailto: protocol)
 - ☐ WhatsApp button works
 - ☐ Social media links work (if added)
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Analytics & Monitoring

Set Up Analytics (Choose One)

- ☐ Google Analytics configured
- ☐ Plausible Analytics configured
- ☐ Netlify Analytics enabled

Monitoring

- ☐ Set up Uptime monitoring (UptimeRobot or similar)
 - ☐ Configure email alerts for downtime
 - ☐ Set up Google Search Console alerts
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Social Media

Facebook Debugger

Go to: <https://developers.facebook.com/tools/debug/>

Enter:

- ☐ Verify Open Graph tags display correctly
- ☐ Click "Scrape Again" to refresh

Twitter Card Validator

Go to: <https://cards-dev.twitter.com/validator>

Enter:

- ☐ Verify Twitter Card displays correctly

WhatsApp Preview

- ☐ Send link in WhatsApp
 - ☐ Verify preview shows correctly
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Final Pre-Launch Checks

Legal & Compliance

- ☐ Privacy Policy page (if collecting data)
- ☐ Terms of Service (if applicable)
- ☐ Cookie consent (if using analytics)
- ☐ GDPR compliance (if targeting EU)

Business Information

- ☐ All contact information is correct
- ☐ Business hours are accurate
- ☐ Services listed are current
- ☐ Pricing information is up-to-date (if shown)

Documentation

- ☐ Update README.md with current info
 - ☐ Document any custom configurations
 - ☐ Note any third-party services used
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Launch Day Tasks

Morning of Launch

- ☐ Clear browser cache
- ☐ Test website one final time
- ☐ Verify SSL certificate is active
- ☐ Check all forms work

Announce Launch

- ☐ Share on company social media
- ☐ Send email to existing clients
- ☐ Update Google My Business listing
- ☐ Add website to business cards/materials

Post-Launch Monitoring (First 24 Hours)

- ☐ Monitor analytics for traffic
 - ☐ Check for 404 errors
 - ☐ Monitor form submissions
 - ☐ Check Netlify deploy logs
 - ☐ Respond to any issues immediately
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Ongoing Maintenance

Weekly

- ☐ Check form submissions
- ☐ Review analytics data
- ☐ Check for broken links
- ☐ Monitor site performance

Monthly

- ☐ Update content as needed
- ☐ Review and respond to feedback
- ☐ Check for security updates
- ☐ Analyze traffic patterns

Quarterly

- ☐ Review SEO performance
 - ☐ Update gallery with new projects
 - ☐ Refresh testimonials
 - ☐ Update service offerings if changed
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Emergency Contacts

Technical Issues

- **Netlify Support:** <https://www.netlify.com/support/>
- **DNS Issues:** Contact domain registrar
- **Email Issues:** Check email provider

Rollback Plan

If something goes wrong:

```
bash

# Revert to previous version
git revert HEAD
git push origin main
```

Or in Netlify Dashboard:

1. Go to Deploys
 2. Find last working deploy
 3. Click "Publish deploy"
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Success Metrics (30 Days Post-Launch)

Track these KPIs:

- ☐ Unique visitors
 - ☐ Page views
 - ☐ Bounce rate < 60%
 - ☐ Average session duration > 1 minute
 - ☐ Form submissions
 - ☐ Mobile vs Desktop traffic
 - ☐ Top performing pages
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Launch Complete!

Once all items are checked:

- ☐ Website is live and functional
- ☐ All tests passed
- ☐ Analytics configured
- ☐ Monitoring in place
- ☐ Team trained on updates

Congratulations on your successful website launch! 

Notes & Issues

Document any issues encountered during deployment:

Issue:

Solution:

Date:

Issue:

Solution:

Date: