



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)
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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)
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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: <https://moof.netlify.app>

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: <https://moof.netlify.app>

- 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
-

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: <https://moof.netlify.app>

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

Twitter Card Validator

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

Enter: <https://moof.netlify.app>

- 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: