



Web Design & Development Checklist

CONTENT

Are there strong, noticeable calls to action?
Is there anything missing from the content?
Is everything logically laid out and intuitive?
Is there duplicate or extraneous content anywhere?
Is the tone appropriate for the content and client?
Has all the sample data and dummy text been removed?
Does the page utilize the space effectively?
Are there opportunities to cross promote content or to draw visitors to the primary call to action or another section?
Is all text free from spelling errors?
Is the content placement consistent?

FORMS

Have forms been tested thoroughly in all browsers and devices?
Are the forms intuitive and easy to fill out?
Can the text being inputted be easily read?
Have required and validated fields been tested?
What happens when someone enters information incorrectly? Is it clear what is required of them?
Have “thank you” pages been created for each form?
Are the form instructions clear, and do they contain all the necessary information?
Are forms being sent to the correct recipient?
Does the reply from that email work properly?

DESIGN

Is the site well designed in terms of alignment, proportions, spacing and color matching?
Is the formatting and design consistent throughout the site?
Does the design work on phones and tablets?
Is the text easy to read?
Are images high quality and placed appropriately?
Is there a clear hierarchy of text and headlines?
Are long text blocks broken up with subheads and made appealing with bullet points, bold words or other text differentiators?
Have the pages & content formatting been tested for client input?
Is the spacing appropriate and consistent from section to section and element to element?
Has the “favicon” been created and does it display correctly?
Does the live website match the mockup?

FUNCTIONALITY

Does the website function as needed, and is it easy to use?
Have all the links been double checked?
Do external links and PDFs open in a new tab?
Do the links and buttons stand out?
Does the responsive design work on all pages?
Has the site usability been tested on various devices (desktop, tablet, phone)?
Does the search function work properly?
Does the “404 page” help users find the appropriate information to fix the error?
Has the site been tested in all major browsers?
Have the site files and database been backed up and stored in a safe place?

SEO (Search Engine Optimisation)

Has Google Analytics tracking been installed and confirmed to be operational?
Has the site been optimized with page titles, keywords and meta descriptions?
Have “301 redirects” been used for any URLs that are removed?
Has the site been tested for page load time?
Are “pretty permalinks” being used? (The URLs should use real words rather than query strings.)
Has a dynamic sitemap been created and submitted to Google Webmasters?
Are animations Javascript (rather than Flash)?
Can you see everything on an iPad
Is all the main text “live text” rather than image-based text? If you’re not sure, try to copy and paste it.

SECURITY

Has a custom user name been created other than “admin” or “administrator”? Was user ID = 1 removed from the database? Has a user “nickname” been created to display on the front end?
Is the password for the Content Management System (CMS) secure, including letters, numbers and special characters with no English words?
Has the login page been changed to something other than /wp-admin to protect from brute force attacks? Is there a limit on failed login attempts?
Are there Captcha fields on the forms to limit spammers?
Have only stable, secure third-party plug-ins and versions of jQuery been used? Have all unused plug-ins been deleted?
Are the plug-ins, CMS and themes up to date? Is the CMS version information hidden?
Have the database table prefix and authentication keys been changed?
Is the password for the database secure? Have weekly database backups been scheduled?
Are the file and folder permissions set to restrict access? Are users prevented from executing PHP from the uploads folder?
Is directory browsing prevented?