60 POINT CHECKLIST

before you launch

your new e-commerce

or company website

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ecommerce web development and solutions

Caroline
Bakker

BLOGGER **&**
WEB DEVELOPER

"

I have over three years hands on experience in web development, from initial hand drawn concept to launch and ongoing development. I have a strong understanding of mobile and web UI, cross browser compatibility, web accessibility and general web functions and standards.

Frequent collaboration with clients enables my team to create awesome websites and apps. I love learning new things and thrive on learning and discovering emerging technologies.

I hope this checklist will be useful to you.

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Content should be easy to read, concise and accessible

Ok great work, you have finalised your e-commerce website. Now it's time to make some final checks before launching it.

Firstly, take the time to check your content properly. Your website is an online extension of your business so your content should support your business values.

1. Is all your content proof read for

   a.   Spelling and grammatical errors
   b.   Punctuation
   c.   Consistency
   d.   Capitalisation
   e.   Recurring phrases

2. Tone of voice is appropriate and supports your e-business.

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3. Paragraphs, headers, lists, and other formatting are correct.

4. Content is printer friendly.
5. Content contains links and there are no broken links.
6. Images, audio and video work across all supported devices.
7. Copyright date (perhaps in the footer) includes the current year.

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① CONTENT CHECKLIST

8. All "lorum ipsum" content has been removed or replaced appropriately.

9. Contact details are accurate and consistent across the website.

10. Rights to images, fonts, and other content have been properly licensed and/or cited.

11. Hidden content such as alternate text for images is present and correct.

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2 **DESIGN CHECKLIST**

Take the time to appropriately review your design

Your e-business and design should be in line with your brand and should be <u>accessible</u>. Keep in mind that it is appropriate for your target group and that it displays well across multiple devices such as desktops, laptops, tablets and a wide range of smartphones.

Make sure it's not just beautiful, but fast too.

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2 **DESIGN CHECKLIST**

12. Layout is responsive and responds to changes in screen size.

13. Website pages are compatible across browsers.

14. CSS/HTML is properly validated.

15. The favicon is present and renders well.

16. App icons are present (including for retina display).

17. Font choices complement each other.
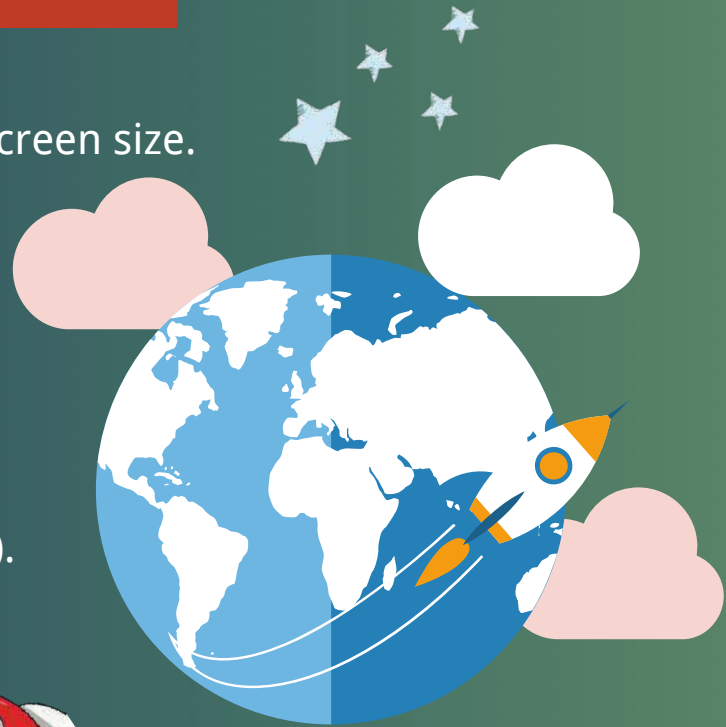
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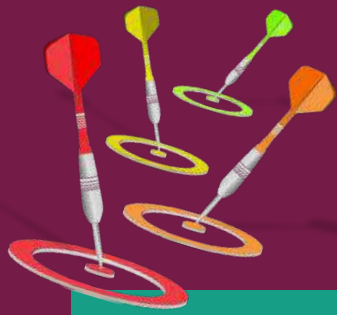
3 **FUNCTIONALITY CHECKLIST**

Check for errors, check if forms are working correctly and if data is stored correctly.

Ok now it's time to check the functionality of your new website.
Take the time to test and validate all the features on your website
across multiple devices.

MAKE SURE YOUR SITE IS RESPONSIVE

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3 **FUNCTIONALITY CHECKLIST**

18. Forms are submitting data properly.

19. Thank-you message or page displays after form is submitted.

20. Form data is being emailed to a recipient and/or stored in a co... database.

21. Make sure forms fields all have associated labels.

22. Internal links across web pages are working properly.

23. External links across web pages are working properly, and open in a new tab

24. Social media share icons are working properly.

25. Feeds are working properly (RSS, news, social media).

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3 FUNCTIONALITY CHECKLIST

26. Company logo is linked to the homepage.

27. Load time for site pages is optimised.

28. 404 Redirect pages are in place.

29. Integrations with third-party tools, such as your CRM, e-commerce software, and/or marketing platform, are running smoothly.

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Create your SEO foundation

It is important that your site has been setup correctly from the start and that all data has been entered correctly. From site architecture to page structure to categories and tags, sitemaps and xml.

Make sure your site gets found

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30. Research has been undertaken to understand what your users are actually searching for instead of making assumptions.

31. Pages have unique page titles (fewer than 70 characters, includes keywords).

32. Pages have unique meta descriptions (fewer than 156 characters, includes keywords).
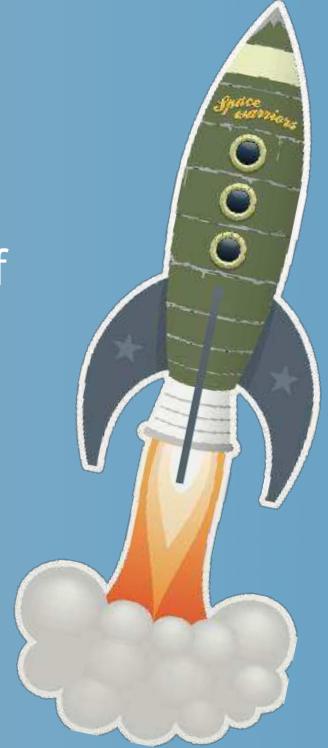
SEO CHECKLIST

33. Pages have keywords.

34. Metadata is properly in place for any content in an RSS feed.

35. Metadata is properly in place for any social media sharing content.

36. Spelling and grammar are correct in all metadata.

37. Alt tags have been added to every image.

4 SEO CHECKLIST
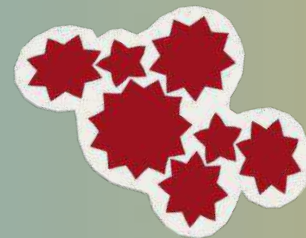
38. A dynamic XML sitemap has been created and submitted

39. The XML sitemap has been submitted to search engines.

40. Page URLs consistently reflect site information architecture.

41. 301 redirects are in place for all old URLs (redirecting old to new pages).

42. rel="nofollow" tags are in place on applicable links and pages.

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5 **ANALYTICS CHECKLIST**

Time to check your analytics and reporting.

Make sure your website is setup to capture web data and analytics. This valuable information will allow you to continually improve your website going forward, so you don't want to forget this stuff.

Make sure you track what you've built!

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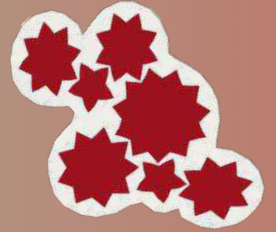
43. Your website analytics codes have been inserted on website.

45. Relevant IP addresses have been excluded from analytics tracking.

46. Funnels and goals have been properly created in your analytics software (if applicable).

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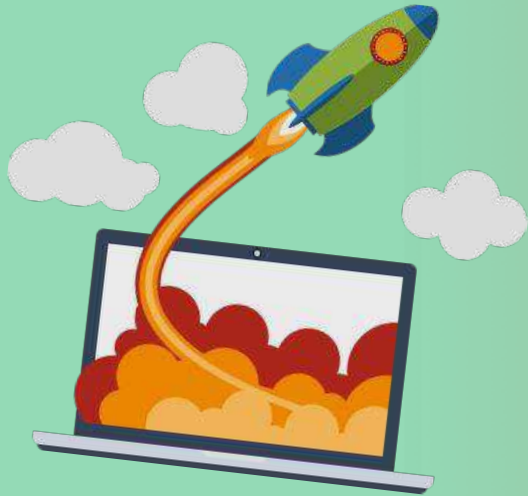
5 ANALYTICS CHECKLIST

47. Google Webmaster and Google Analytics accounts have been properly synced.

48. Google AdWords and Google Analytics accounts have been properly synced (if applicable).

6 **BACK UP CHECKLIST**

PREVENT LOSS OF DATA

You can prevent loss of data and protect against malware and other damages by properly setting up site security and regular backups.

Don't forget to make a copy of your site

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49. 24/7 monitoring scripts are installed.

50. A copy of the final website has been made for backup purposes.

51. Ongoing copies of the website are being created and stored on a regular basis.

52. Passwords and other website credentials are stored in a secure database.

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53. Files are combined where appropriate in order to reduce the number of file requests.

54. Files such as JavaScript, HTML, CSS and SVG are minified to reduce file size.

55. Image files are optimised and/or compressed.

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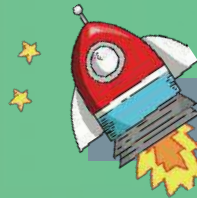
56. A caching strategy is in place where necessary.

57. The site has been load tested.

58. Script execution is deferred during page download.

59. Page resources download asynchronously.

60. A strategy is in place to progressively enhance a page with features as support for those features is detected.

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POST LAUNCH CHECKLIST

CONGRATULATIONS! Your site is now live. Just remember that it doesn't just end here. Now it's time to work on your site's strategy and keep an eye on analytics, SEO and ongoing development. Here are a few items to keep in mind after you've launched your site.

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7 POST LAUNCH CHECKLIST

Your content is shared on Social Media

You have a long term set of goals and objectives for your site

A content strategy is in place

Is my site in the Cloud

You've conducted automated testing of all new features

Reporting is in place to measure and celebrate the success of your launch

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REFERENCES

Thanks to these great websites:

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3. http://thepixellab.com.au/the-website-pre-launch-checklist
4. http://www.slideshare.net/Ifonlyblog/26-product-launch-strategies
5. http://www.orbitmedia.com/blog/website-launch-checklist
6. https://pbwebdev.com/blog/website-launch-check-list
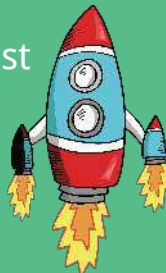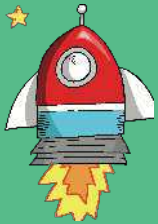
THANK YOU
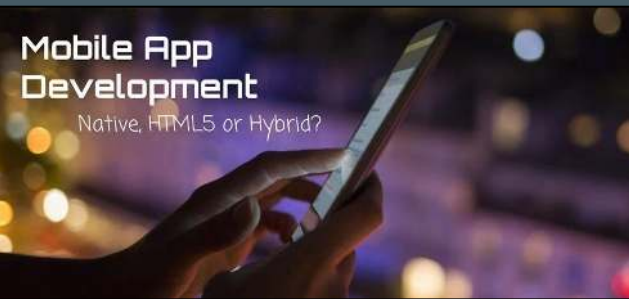
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Mobile Cloud Computing

WHAT IS DATA
Deconstruct Data
Understand Representation
Understand Data Access
Understand Data Integration

Digital Marketing Explained

WHAT IS THE SEMANTIC WEB

THE ULTIMATE BUSINESS IDEA FOR
THE AUSTRALIAN COMMUNITY SERVICE INDUSTRY
GO DIGITAL, OR DIE!
INTRODUCING A DIGITAL ENGAGEMENT SOLUTION
BUSINESS COMMUNICATION
SOLUTION CENTRE

Mobile Marketing
Deliver value to make customers' lives better

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Connecting trillions of smart things
Will the Internet of Things (IoT) change everything—including ourselves?

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