A Checklist for

PLANNING AND DESIGNING YOUR WEBSITE

Powered by **WOMEN IN ECOMMERCE**

WEBSITE HOSTING

❑ Know the monthly bandwidth limits.

❑ Know the cost for extra bandwidth each month.

❑ Read and understand the Terms of Service.

❑ Verify the amount of server storage allowed.

❑ Understand the policy regarding CGI scripts.

❑ Verify database access and ecommerce shopping cart access.

❑ Confirm your access to server logs

❑ I recommend **Siteground Hosting** as all this is taken care of, easy to access, has a state of the art Cpanel and exceptional customer support.

PRE-LAUNCH

❑ Choose typography and layout.

❑ Check content and style.

❏ Check headings for where you could potentially use ligatures.

❏ Check for widow/orphan terms in important paragraphs.

❏ Correct all spelling and grammar errors.

❏ Use capitalisation.

❏ Use recurring/common phrases (eg. 'More about X' links).

❏ Use variations in words.

❏ Check for hard-coded links to staging domain.

❏ Ensure no test content on site.

❏ Check how important pages (eg. content items) print.

❏ For re-designs, ensure important old/existing URLs are redirected to relevant new URLs, if the URL scheme is changing.

❏ Check all 'Hidden Copy' (eg. alt text, transcriptions, text in JavaScript functions).

❏ Create a custom error page.

STANDARDS AND VALIDATION - note when using **WORDPRESS** this step may or may not be necessary

❑ HTML validation.

❑ JavaScript validation.

❑ CSS validation.

SEARCH ENGINE OPTIMIZATION - SEO

❑ Ensure page titles make sense and have relevant keywords in them.

❑ Create metadata descriptions for important pages.

❑ Check for canonical domain issues.

❑ Ensure content is correctly labeled.

❑ Check for target keyword usage in general content.

❑ Check format of URLs using friendly URLS (eg. websiteexample.com /contact versus websiteexample.com/contact123 or something obscure

❑ Set up Analytics and any other packages for measuring ongoing success.

❏ Create an XML Sitemap.

❏ Configure Google Webmaster Console and Yahoo! Site Explorer.

FUNCTIONAL TESTING

❏ Check all bespoke/complex functionality.

❏ Check search functionality (including relevance of results).

❏ Check page display in all browsers and operating systems.

❏ Test pages at different screen resolutions.

❏ Test all forms (eg. contact us, blog comments), including anti-spam features, response emails/text.

❏ Test without JavaScript, Flash, and other plug-ins.

❏ Verify all hyperlinks.

SECURITY/RISK

❏ Configure backup schedule, and test recovery from backup.

❏ Protect any sensitive pages.

❏ Use robots txt where necessary.

❏ Perform security/penetration test.

❏ Turn-off verbose error reporting.

❏ Check disk space capacity.

❏ Set-up email/SMS monitoring/alerts for errors and server warnings.

❏ Make sure website is SSL enabled

❏ Add required web pages such as privacy, terms of use, cookie policies, disclaimers

PERFORMANCE - when using wordpress, most of these can be accomplished with plugins

❏ Test your page load speed.

❏ Check image optimization.

❏ Check and implement caching.

❏ Minify/compress static (JavaScript/HTML/CSS) files.

❏ Optimise your CSS.

❏ Check correct database indexing.

❏ Check configuration at every level (Web server, Database)

❏ Configure server-based logging/measurement tools.

POST-LAUNCH

❏ Use social marketing: Twitter, LinkedIn, Reddit, Facebook, Mix.com, Pinterest, Pearltrees, Pinboard, Discuvver

❏ Submit to search engines.

❏ Set up Google Analytics account to monitor web traffic.

❏ Set-up PPC/Google Adwords.

❏ Check formatting of site results in SERPs.

❏ Monitor and respond to feedback.

❏ Check analytics for problems, popular pages and adjust when necessary.

❏ Update content regularly.