Website Checklist

website checklist.

Launching a website doesn't have to feel overwhelming.

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The Website Launch Basic Checklist is here to walk you through the essentials…step by step…so you can build your online space with confidence.

Think of it as your friendly guide: five pages, 17 simple sections, all laid out to help you tackle the big stuff (and the little details) without the stress. From making sure your site looks professional to making sure it actually connects with the people you want to reach, this checklist keeps you on track.

Instead of guessing what comes next, you'll have a clear roadmap that helps you make decisions and move forward. By the end, you'll have a site that feels like you and invites your customers to stick around.

Ready to roll up your sleeves and make it happen? Grab the Website Launch Basic Checklist and let's get your site out into the world.

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This isn't about ticking boxes for perfection…it's about having a clear path forward so you can actually get your site live.

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Define Goals and Objectives

❑ Clearly define the primary goals and objectives of the website.

❑ Ensure the target audience's needs are considered during the design process.

❑ Align the website design with the overall business objectives.

❑ Document the goals and objectives in the project brief or design documentation.

❑ How will this reduce their stress or ease the worries that keep them up at night?

❑ Validate the design decisions against the established goals and objectives.

Conduct Comprehensive Research

❑ Research the industry trends and competitors' websites thoroughly.

❑ Gather inspiration from various design sources, such as design galleries and portfolios.

❑ Take note of the design elements and functionalities that resonate with the project.

❑ Document the research findings and design inspiration for reference.

❑ Ensure the design concepts are unique and distinctive from competitors.

Plan Website Structure and Navigation

❑ Create a sitemap that outlines the hierarchical structure of the website.

❑ Define the main navigation menu and sub-navigation elements.

❑ Test the website structure for intuitive user flow and easy accessibility.

❑ Consider user experience and ensure logical grouping of related content.

❑ Seek feedback from colleagues or partners to validate the website structure.

Develop Wireframes and Mockups

❑ Create wireframes to visualize the layout and structure of each webpage.

❑ Ensure the target audience's needs are considered during the design process.

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Develop Wireframes and Mockups...continued

❑ Validate the wireframes against the website goals and user requirements.

❑ Develop mockups based on the wireframes to showcase the visual design.

❑ Share the wireframes and mockups with someone you trust for honest feedback.

Choose Appropriate Color Palette and Typography

❑ Select a color palette that aligns with the brand identity and target audience.

❑ Ensure the colors create a harmonious and visually appealing design.

❑ Test the color combinations for readability and accessibility.

❑ Choose typography that enhances the readability and complements the overall design.

❑ Validate the chosen colors and typography against the brand guidelines.

Optimize Images and Media

❑ Compress and optimize images to reduce file sizes without sacrificing quality.

❑ Ensure images are properly sized and displayed across different devices.

❑ Optimize media files, such as videos or audio, for fast loading times.

❑ Test image and media loading speed and make necessary optimizations.

❑ Use appropriate image formats (JPEG, PNG, GIF) based on the content and purpose.

Design Engaging Call-to-Action (CTA) Buttons

❑ Ensure CTAs are visually prominent and stand out from the rest of the design.

❑ Use clear and compelling language in the CTAs to encourage user interaction.

❑ Test the responsiveness and functionality of CTAs on different devices and browsers.

❑ Ensure CTAs are strategically placed throughout the website for maximum visibility.

❑ Validate that CTAs direct users to the correct destination or action.

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Ensure Responsive Design

❑ Test the website on various devices and screen sizes to ensure responsiveness.

❑ Check that all elements, (images, text, navigation etc.) adapt well to different screens.

❑ Validate that the website is mobile-friendly and provides a seamless user experience.

❑ Test and adjust the design to ensure consistency and readability across devices.

Optimize Website Speed and Performance

❑ Run website speed tests in the Wix dashboard.

❑ Identify and address performance issues.

Test Cross-Browser Compatibility

❑ Test the website on major browsers (Chrome, Firefox, Safari, Edge, etc.).

❑ Check for consistency in design, layout, and functionality across different browsers.

❑ Address any rendering or functionality issues specific to certain browsers.

Implement Seo Best Practices

❑ Conduct keyword research to identify relevant keywords for each webpage.

❑ Optimize meta tags, including title tags and meta descriptions, with targeted keywords.

❑ Create unique and descriptive URLs for each page.

❑ Ensure proper heading structure (H1, H2, etc.) and use relevant keywords.

❑ Optimize image alt tags and include keyword-rich content.

Perform Usability Testing

❑ Conduct usability tests with users (friends, family, colleagues, etc....) to gather feedback.

❑ Observe how users navigate the website and identify any usability issues.

❑ Test the website's forms, interactive elements, and user flows.

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Perform Usability Testing...continued

❑ Analyze user feedback and make necessary improvements to enhance usability.

Integrate Analytics

❑ Set up web analytics tools or use the tools provided in the Wix dashboard.

❑ Identify and address issues.

Secure Website

❑ Include a privacy policy and cookie consent notice, if applicable.

❑ Secure sensitive data, such as user information and payment details, if applicable.

Integrate Social Media

❑ Include social media sharing buttons to encourage content sharing.

❑ Implement social media follow buttons to promote social media profiles.

❑ Ensure the buttons are visually appealing and easily recognizable.

❑ Test the functionality of the social media buttons across different platforms

❑ Customize the buttons to match the overall design and branding.

Accessibility Compliance

❑ Test the website for accessibility compliance, following WCAG guidelines. Use the Wix Accessibility Tool in the Editor.

❑ Ensure proper use of alt tags for images and provide text alternatives for non-text content.

❑ Use proper heading structure and semantic HTML markup.

❑ Test the website with assistive technologies, such as screen readers.

❑ Make necessary adjustments to ensure accessibility for users with disabilities.

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Prepare For Launch

❑ Conduct thorough quality assurance testing to catch any remaining issues.

❑ Remove any test or placeholder content and ensure all pages are populated.

❑ Create a launch plan and schedule, including communication and promotion strategies.

Other

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notes.

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