

WebWave website launch checklist

- Do you have a prepared list of keywords for your website?
- Do the content and headings contain keywords?
- Does each subpage have a unique meta title?
- Does each subpage have a unique meta description?
- Does each subpage have H1, H2, H3 headings?
- Have the images been optimized (reduced in size and optimized using tinypng.com)?
- Does each image have a unique description and alternate text?
- Ensure spelling and grammar consistency
- Have you used subtitles and bolding for important content?
- Do you use a language of benefits?
- Is the website user-friendly?
- Do the links in the menu work correctly?
- Do links to social media link correctly?
- Does the logo link to the homepage?
- Do the buttons work correctly (highlighting, redirects)?
- Is it easy to find the contact/phone number on the website?
- Does the phone number contain an active "call to ..." button, or is the number correct?
- Does the location map point to the correct address?
- Does the contact form work correctly (make a test)?
- Does the website have a favicon?
- Is there a 404 error page?
- Does the page have a thumbnail image
- Do responsive versions of the site work correctly?
- Have you tested the site on different devices?
- Have you tested the site on different browsers?
- Does the site load quickly?
- Does the site contain a privacy policy and information about cookies?
- Ensure that the language versions of your site are correctly labelled and translated.

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