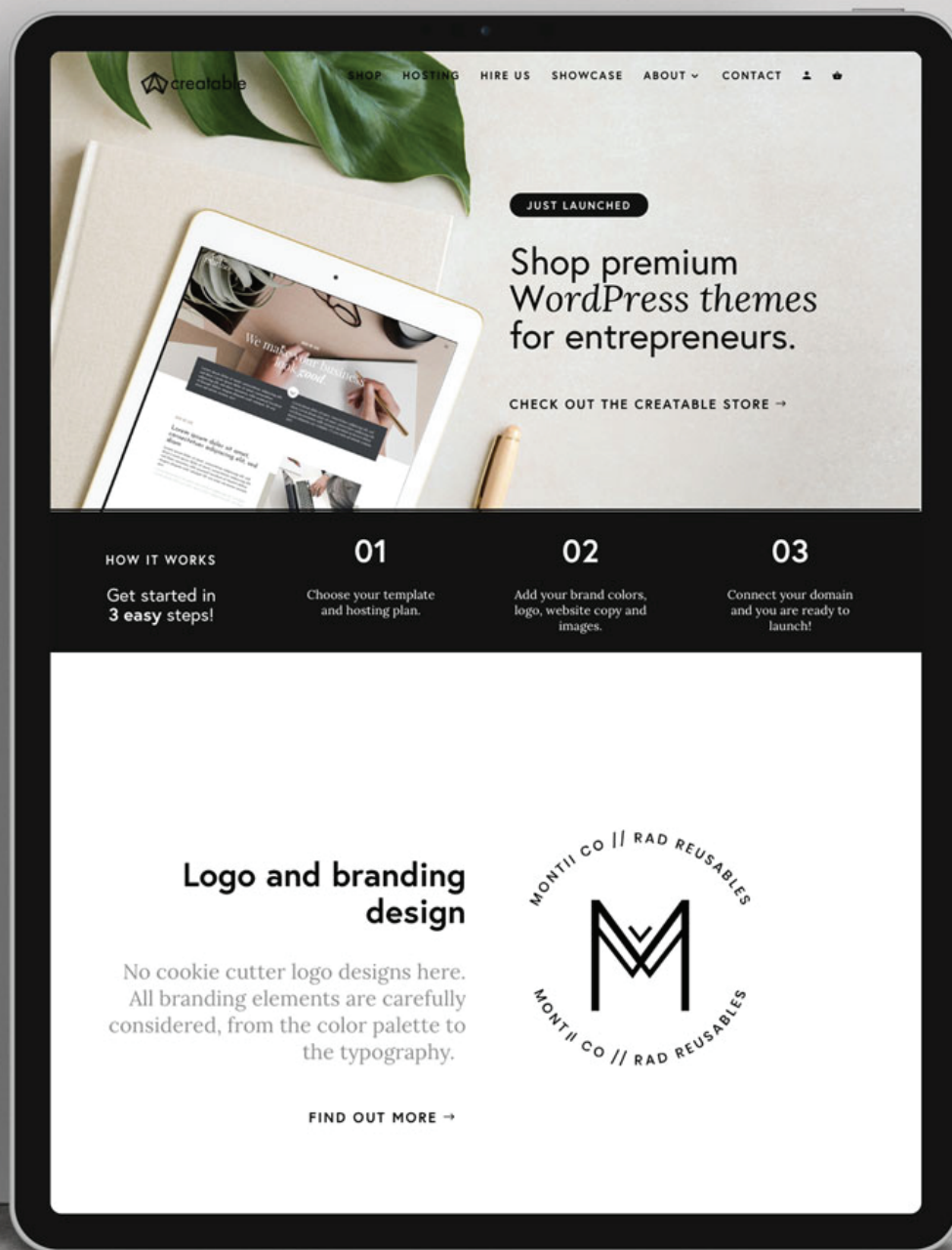


the

# Ultimate Website Checklist





## WELCOME

### **Are you getting ready to launch your new website?**

To help make your new website a success we are sharing with you the very checklist we use at Creatable when we build websites for our clients.

Included is **67** things we make sure we have done before launch from plugins we install to quality assurance.

Good luck on your website launch!

Creatable  
hello@creatable.co.nz  
@creatabledigital\_

## PLUGINS

We always install the following plugins on our wordpress websites. Tried and tested these plugins cover security, styling, analytics, seo and more.

- ☐ Install SVG support
- ☐ Install Cookie Consent
- ☐ Install Wordfence
- ☐ Install anti spam
- ☐ Install Typekit
- ☐ Install 404page
- ☐ Install GADWP
- ☐ Install Swift Performance
- ☐ Install WPS hide login
- ☐ Install Yoast SEO
- ☐ Install W3 Total cache

## SETUP

- ☐ Create placeholder 404 page and assign it in 404page plugin
- ☐ Style cookie consent and update copy
- ☐ Update permalink settings
- ☐ Modify contact form shortcodes with required fields
- ☐ Connect GADWP to analytics account
- ☐ Add social share images in yoast
- ☐ Setup Recaptcha v3 on contact form 7
- ☐ Disable all settings except for lazy load on swift performance
- ☐ Set the admin login URL to something random
- ☐ Setup w3 total cache
- ☐ Add favicon

## CONTENT

A breakdown of general copy that will need to be prepared for your website. Some of these may only apply if you have an ecommerce website.

- ☐ Terms and conditions
- ☐ Privacy policy
- ☐ Refund and shipping policy
- ☐ Primary USPs (unique selling points)
- ☐ Secondary feature list
- ☐ Contact form fields
- ☐ Contact details
- ☐ Set of social links
- ☐ Set of focus keywords and phrases
- ☐ Mission, vision and about blurb
- ☐ Key people with images and blurbs
- ☐ Logos for approved partners
- ☐ Set of testimonials plus images if required
- ☐ How it works blurb
- ☐ Examples of other work with images and blurbs
- ☐ List of services with blurbs
- ☐ List of products with images, prices, titles and descriptions
- ☐ List of select products/services for spotlight with information
- ☐ List of use cases and associated copy
- ☐ List of FAQ and answers
- ☐ First blog post copy

## DESIGN

- ☐ Logo - svg graphic only plus with text, dark and light version
- ☐ Consistent color scheme - primary, secondary, background, surface, error plus variants
- ☐ Consistent typography, heading and content

## MISC

- ☐ Delete unused themes, blog posts, comments, pages, media and plugins
- ☐ Define tagline and site address in settings
- ☐ Set SEO keyphrase, title and description for all pages

## DEPLOYMENT

- ☐ Remove all old revisions of pages
- ☐ Create uptime monitor, alert and status page for both WWW and non-WWW
- ☐ Update timezone, site address and admin email
- ☐ Purge all caches
- ☐ Migrate all URLs to new host
- ☐ Point domain to server
- ☐ Update wordpress and all plugins, themes

## QUALITY ASSURANCE

- ☐ Check mobile and full navigation, logo, text and selection color on all pages
- ☐ Check all email addresses and phone numbers are clickable
- ☐ Run spell check against all pages
- ☐ Check for any 404s or console errors on all pages
- ☐ Browser testing on OSX, windows, iOS and Android
- ☐ Speed test all pages
- ☐ Ensure all links are href and not js
- ☐ Ensure all forms validate and send correctly
- ☐ Mobile friendly test all pages

# *the* Ultimate Website Checklist

## SPREADSHEET VERSION

Want this checklist in a  
spreadsheet? Click the below link to  
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