

Website Development Checklist

- Public

Pre-Development Planning:

1. **Define Objectives:**
 - Clearly outline the goals and objectives of your website.
 - Determine what you want your website to achieve (e.g., generate leads, sell products, provide information).
2. **Audience Research:**
 - Understand your target audience's needs, preferences, and behaviors.
 - Create user personas to guide website design and content decisions.
3. **Domain and Hosting:**
 - Choose a domain name that reflects your brand and is easy to remember.
 - Select a reliable web hosting provider that meets your needs for performance and security.
4. **Website Architecture:**
 - Plan the site structure and navigation to ensure a logical and user-friendly layout.
 - Create a sitemap to map out the pages and their hierarchy.

Design and Development:

5. **Responsive Design:**
 - Ensure the website design is responsive and mobile-friendly for a seamless user experience on all devices.
6. **Visual Elements:**
 - Develop a visually appealing design with consistent branding elements (colors, logos, fonts).
 - Optimize images and multimedia for fast loading times.
7. **Content Strategy:**
 - Create high-quality, engaging, and relevant content that aligns with your audience's needs.
 - Implement a content management system (CMS) for easy updates.
8. **SEO Optimization:**
 - Optimize website content, meta tags, and URLs for search engines.
 - Implement on-page SEO best practices to improve search engine rankings.
9. **User Experience (UX):**
 - Focus on user-friendly navigation, clear calls-to-action, and intuitive design.
 - Conduct usability testing to identify and address usability issues.
10. **Performance and Speed:**
 - Optimize website speed by compressing images, minifying code, and leveraging content delivery networks (CDNs).
 - Ensure fast loading times on both desktop and mobile devices.

Functionality and Features:

11. **Contact and Inquiry Forms:**
 - Include contact forms and inquiry forms for user interaction.
 - Ensure forms are secure and user-friendly.
12. **E-commerce Integration (if applicable):**
 - Integrate e-commerce functionality, shopping carts, and secure payment gateways if you are selling products or services online.
13. **Security Measures:**

- Implement security protocols and encryption to protect user data.
- Regularly update software and plugins to address security vulnerabilities.

14. **Scalability:**

- Plan for future growth and scalability by using a flexible architecture and scalable infrastructure.

Testing and Quality Assurance:

15. **Cross-Browser Compatibility:**

- Test the website on various browsers (e.g., Chrome, Firefox, Safari, Edge) to ensure compatibility.

16. **Functionality Testing:**

- Thoroughly test all website features, forms, and interactive elements to ensure they work as intended.

17. **Mobile Responsiveness Testing:**

- Test the website's mobile responsiveness on different devices and screen sizes.

18. **Load Testing:**

- Conduct load testing to ensure the website can handle traffic spikes without performance issues.

Launch and Post-Launch:

19. **Launch Checklist:**

- Double-check all elements, links, and functionality before the official launch.
- Set up website analytics to track user behavior and performance.

20. **Backup and Maintenance:**

- Implement regular website backups to prevent data loss.
- Establish a maintenance schedule for updates, security checks, and content refreshes.

21. **Monitoring and Analytics:**

- Monitor website traffic, user engagement, and conversion rates using analytics tools.
- Use data to make informed decisions and improvements.

22. **User Training (if applicable):**

- Provide training to relevant team members for content updates and management.

Revision #3

Created 3 October 2023 18:50:03 by Daniel Azimi

Updated 14 October 2023 09:14:29 by Daniel Azimi