

# The Pre-Launch Website Testing Checklist by XHTMLJunction.com

| Compare HTML to Design   |                          |
|--|--------------------------|
| ➤ Check for the spacing and alignment of all objects such as images, text, header, and footer.   | <input type="checkbox"/> |
| ➤ Match the font style, size, and typography.  | <input type="checkbox"/> |
| ➤ Verify the height & width of the webpage.  | <input type="checkbox"/> |
| ➤ Mobile and Tablet version. Tools you can use: <a href="http://ipadpeek.com/">http://ipadpeek.com/</a> , <a href="http://mattkersley.com/responsive/">http://mattkersley.com/responsive/</a> , <a href="http://www.responsinator.com/">http://www.responsinator.com/</a> and <a href="http://responsivetest.net/">http://responsivetest.net/</a>      | <input type="checkbox"/> |
| Web Standards  |                          |
| ➤ HTML /XHTML validation - <a href="http://validator.w3.org">http://validator.w3.org</a>   | <input type="checkbox"/> |
| ➤ CSS validation - <a href="http://jigsaw.w3.org/css-validator/">http://jigsaw.w3.org/css-validator/</a>   | <input type="checkbox"/> |
| ➤ WAI 2.0 / Section 508 compliance: <a href="http://wave.webaim.org/">http://wave.webaim.org/</a>  | <input type="checkbox"/> |
| Functional Testing   |                          |
| ➤ Check if the rollovers on link and on navigation menu are working.   | <input type="checkbox"/> |
| ➤ Verify if the page and image linking is done properly.   | <input type="checkbox"/> |
| ➤ No Broken link - use W3C link checker ( <a href="http://validator.w3.org/checklink">http://validator.w3.org/checklink</a> ) or online broken link checker ( <a href="http://www.brokenlinkcheck.com">http://www.brokenlinkcheck.com</a> ).   | <input type="checkbox"/> |
| ➤ Preloader must be there - in case of large / multiple images.  | <input type="checkbox"/> |
| ➤ Verify if a <i>Favicon</i> is added to the site or not.  | <input type="checkbox"/> |
| ➤ Cross browser testing - to verify if the site is OS and Cross Browser compatible or not. The tools you can use for this are; <a href="http://crossbrowsertesting.com">http://crossbrowsertesting.com</a> , <a href="http://www.browserstack.com">http://www.browserstack.com</a> and <a href="http://browsershots.org">http://browsershots.org</a> . | <input type="checkbox"/> |
| ➤ The website logo should always be linked to home/index page.   | <input type="checkbox"/> |
| ➤ Make sure contact/query forms are integrated with the database/Email, and are working correctly.   | <input type="checkbox"/> |
| ➤ Verify if all the JavaScript based functionality is working in order or not.   | <input type="checkbox"/> |
| ➤ Check for errors while form submission.  | <input type="checkbox"/> |
| ➤ Verify the <i>thanks message</i> that comes right after submitting the form.   | <input type="checkbox"/> |
| ➤ Run spell check on classes, images, and file names.  | <input type="checkbox"/> |
| Basic SEO  |                          |
| ➤ Ensure that the ' <i>alt attribute</i> ' is added to all images placed in the webpage. And they all should either be in GIF, JPG, or PNG format only. This will help search  | <input type="checkbox"/> |

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| engines' spider bots to crawl the text description of the images.  |                          |
| ➤ Make sure that the site content should contain description text for Flash or Java plug-in.   | <input type="checkbox"/> |
| ➤ Add the transcript for audio & video content if you would like the words and phrases used in them to be indexed by search engines.   | <input type="checkbox"/> |
| ➤ Load speed - It is an essential part of a website that contributes in its success on search engines. <a href="https://developers.google.com/speed/pagespeed/">https://developers.google.com/speed/pagespeed/</a> , <a href="http://gtmetrix.com">http://gtmetrix.com</a> and <a href="http://www.webpagetest.org">http://www.webpagetest.org</a> | <input type="checkbox"/> |
| ➤ Don't forget to add Title Tags, where you can also place your targeted keywords: <a href="http://www.w3schools.com/tags/tag_meta.asp">http://www.w3schools.com/tags/tag_meta.asp</a>   | <input type="checkbox"/> |
| ➤ Always prefer to use underscore (_) instead of hyphen or dash (-) to merge the CSS class or id names (e.g: #body_container).   | <input type="checkbox"/> |
| ➤ Make SEO friendly URLs by using hyphens to separate words.   | <input type="checkbox"/> |
| <b>Here are some more tests which must be done before launching a new website:</b>   |                          |
| <b>Content</b>   |                          |
| ➤ Do spell check, for which you can use - <a href="http://www.spellcheck.net">http://www.spellcheck.net</a> and <a href="https://support.google.com/toolbar/answer/32703?hl=en">https://support.google.com/toolbar/answer/32703?hl=en</a>  | <input type="checkbox"/> |
| ➤ To ensure that the content used on your site is not plagiarized use online plagiarism checker such as <a href="http://www.copyscape.com">Copyscape</a> .   | <input type="checkbox"/> |
| ➤ For grammar check you can use <a href="http://www.grammarly.com/">http://www.grammarly.com/</a>  | <input type="checkbox"/> |
| ➤ Don't forget to add the Copyright Statement, Terms & Conditions, and Privacy Policy in the footer section of each page of the website.   | <input type="checkbox"/> |
| <b>SEO</b>   |                          |
| ➤ Add the Google Analytics Code - <a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a>  | <input type="checkbox"/> |
| ➤ Generate a Sitemap for the entire website - <a href="http://www.xml-sitemaps.com">http://www.xml-sitemaps.com</a>  | <input type="checkbox"/> |
| ➤ Add & Verify the site in Google webmaster tool - <a href="https://www.google.com/webmasters">https://www.google.com/webmasters</a>   | <input type="checkbox"/> |
| ➤ Add & Verify the site in Bing Webmaster Center - <a href="http://www.bing.com/toolbox/webmaster/">http://www.bing.com/toolbox/webmaster/</a>   | <input type="checkbox"/> |
| ➤ Don't forget to add the company address and contact number on every page of a website.   | <input type="checkbox"/> |
| ➤ Make sure that you have a robots.txt file in place to restrict or allow pages on SERPS. <a href="https://support.google.com/webmasters/answer/156449?hl=en">https://support.google.com/webmasters/answer/156449?hl=en</a>  | <input type="checkbox"/> |
| ➤ Check for the Canonical URL issue - <a href="https://support.google.com/webmasters/answer/139066?hl=en">https://support.google.com/webmasters/answer/139066?hl=en</a>  | <input type="checkbox"/> |

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| ➤ Add authorship, metadata, schema, and rich snippets to all the pages.   | <input type="checkbox"/> |
| ➤ Provide only the working email addresses on a website.  | <input type="checkbox"/> |
| ➤ Make sure that the Title Tag of a webpage is 70 characters or less. It should be unique for each web page and should contain targeted keywords. | <input type="checkbox"/> |
| ➤ Ensure that your site has only one H1 tag on each web page, which should comprise your page specific keyword.                                   | <input type="checkbox"/> |
| ➤ Add a 404 error page.   | <input type="checkbox"/> |

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