Web & Mobile App Launch Checklist

Are you looking for to redesign your website? What should it support in 2021? What is the criteria of a great product?

UX/UI Design

1. Check responsive / device compatibility across all pages
2. Check colors & typography follow guidelines and maintained correctly
3. Check images display properly & have used ALT tags in all pages
4. Check UI elements, animations effects function properly
5. Check text, images, headers and footers alignment are consistent across all pages

Best Practices

1. Check your links, buttons and CTAs redirect to right place Minify your JavaScript & CSS code
2. Check 404 page redirects correctly
3. Check website load time & enhanced site speed
4. Check your favicon shows up properly in the address bar and tabs
5. Enable cache on the site

Legal

1. Mentioned correct copyright owner & set it to refresh automatically using time stamp on server
2. Check for PCI compliance & terms and conditions if any commercial activity is done on the site
3. Maintain privacy policies clearly
4. Make sure company registered information like name, number & address are correct

Search Engine Optimization

1. Test the URLs using .htaccess file
2. Check unique keywords, title tag & meta description for all pages
3. Check the URLs and content are canonical
4. Check sitemap has been submitted to Google in XML & HTML
5. Check Google Analytics and have set up Google Webmaster Tools
6. Check all old URLs use 301 redirects
7. Check your site has been submitted to Search Engine
8. Check campaign . js and pixels is setup correctly

Hosting

1. Installed an antivirus software if using VPS/dedicated server
2. Configured backup system for server crashes & tested recovery process
3. Make sure site shouldn't crash on heavy traffic loads
4. Protected sensitive pages as robots.txt files to prevent indexing
5. Check encrypted sections for security certificate

Content

1. Should have proof read content
2. Check tone of voice & consistency
3. Check contact details
4. Identify for hidden copy & dummy copy and make version control for pages
5. Make sure the flow & accuracy of forms have backed up the content and integrated correctly

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