

# Replatform your website Checklist

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

## Set Objectives and Goals

1. Share key objectives.
2. Scope and budget.
3. Plan your dependencies.
4. Set expectations with key stakeholders

## Pre Launch Preparation / Plan Preparation

1. Identify and resolve UI/UX issues.
2. Review the Priority pages.
3. Accessible on demand for testing.
4. Benchmark site's performance audit .

## Design and Development

1. Review page design.
2. Check the following on a page: 
  1. Page Titles.
  2. Meta descriptions and headings.
  3. Image alt text.
  4. Robots Directives.
  5. Canonical tags
  6. Href tags, AMP tags.
  7. Common header/footer.
  8. Breadcrumbs.
  9. Pagination links.
  10. Hamburger Links.
3. New Architecture should not affect the organic search.
4. Check all the images are optimised.
5. Should perform/load exactly across all the browsers and devices.

## Review and Testing

1. Check Crawl time issues.
2. Identify broken links
3. Check pages with non-200 server response.
4. Check if there are no Javascript errors.
5. Identify Responsive issues.
6. Set-up a custom 404 page.
7. Add Google Analytics to track the traffic.
8. Make sure to check XML sitemap.
9. Review HTML sitemap that links all essential pages.
10. Conduct site speed check in Google tools like Page Speed Insights.

## Search Engine Optimization

1. Test the URLs using .htaccess file.
2. Setup campaign.js and pixels correctly.
3. Test redirect mapping in the staging environment