

YOUR WEBSITE'S FINAL EXAM



Final Website Pre-Launch Checklist: Make sure your site is fast, secure, and launch-ready!

Content & Functionality

- ☐ All planned pages are published, accessible, and free of placeholder content
- ☐ All links work correctly (internal, external, navigation, buttons)
- ☐ Contact forms, email notifications, and search functionality work as expected
- ☐ All interactive elements (buttons, dropdowns, etc.) function properly
- ☐ Media (images, videos, SVGs) are optimized and display correctly
- ☐ Social media sharing previews (Open Graph & Twitter Cards) work correctly
- ☐ Favicon is present and properly displayed
- ☐ No horizontal scroll on any screen size
- ☐ Print styles are defined
- ☐ Website content has no spelling or grammar errors
- ☐ All elements (buttons, images, text) are correctly aligned
- ☐ Mandatory form fields are marked with an asterisk and cannot be submitted empty
- ☐ CAPTCHAs work properly to prevent spam
- ☐ Cookie consent banner displays correctly and complies with GDPR/regional laws
- ☐ All downloadable files (PDFs, documents) are accessible and virus-free
- ☐ Video/audio content has captions or transcripts where appropriate
- ☐ Date and time formats match target audience location preferences

Performance

- ☐ Lighthouse audit completed (Performance, SEO, Accessibility, Best Practices, PWA)
- ☐ Core Web Vitals meet Google's thresholds (LCP < 2.5s, FID < 100ms, CLS < 0.1)
- ☐ Lazy loading is enabled for images and heavy elements
- ☐ CSS and JavaScript are minified, bundled, and unnecessary files removed
- ☐ Database queries are optimized for performance
- ☐ CDN is properly configured and serving static assets
- ☐ Browser caching is enabled with appropriate expiration times
- ☐ GZIP/Brotli compression is active for text-based resources
- ☐ Critical CSS is inlined for above-the-fold content
- ☐ Third-party scripts load asynchronously and don't block page rendering
- ☐ Server response time is under 600ms

Security

- ☐ SSL certificate is installed and active (HTTPS)
- ☐ Security headers are configured (CSP, X-Frame-Options, HSTS, X-Content-Type-Options)
- ☐ Rate limiting is enabled on forms and API endpoints

- ☐ SQL injection and XSS protection measures are in place
- ☐ File upload restrictions are properly configured (file type, size limits)
- ☐ Sensitive data in cookies is encrypted; HttpOnly and Secure flags are set
- ☐ Users can enable and disable cookies manually
- ☐ Error messages provide useful feedback and do not expose sensitive data
- ☐ All detected vulnerabilities are solved before going live

SEO & Accessibility

- ☐ SEO meta tags (title, description) are optimized for all pages
- ☐ XML sitemap is generated and submitted to search engines
- ☐ Robots.txt is properly configured
- ☐ 301 redirects are set up where needed
- ☐ Heading hierarchy follows best SEO practices (H1-H6 properly structured)
- ☐ Image alt attributes are added for accessibility and SEO
- ☐ Structured data (Schema.org markup) is implemented where relevant
- ☐ Canonical tags are set correctly to prevent duplicate content
- ☐ hreflang tags are implemented for multilingual sites
- ☐ HTML5 semantic tags are correctly used for structure and accessibility
- ☐ Color contrast ratios meet WCAG AA standards (minimum 4.5:1)
- ☐ Visible focus styles on links and buttons for better usability
- ☐ Website is fully navigable using only the keyboard
- ☐ All interactive elements have descriptive ARIA labels where needed
- ☐ Autoplay is disabled for all media
- ☐ Forms can be filled in without a keyboard

Technical Verification

- ☐ Cross-browser testing completed (Chrome, Firefox, Edge, Safari, etc.)
- ☐ Mobile responsiveness verified on real devices
- ☐ 404 and 500 error pages are functional and user-friendly
- ☐ All third-party integrations (APIs, tracking tools) function correctly
- ☐ All third-party scripts are necessary and loaded efficiently (async/defer)
- ☐ No console errors or warnings in browser developer tools
- ☐ W3C HTML validation completed (ensuring no HTML syntax errors)
- ☐ Website adapts correctly to ultrawide screens
- ☐ Sitemap is accurate and relevant

Pre-Launch Verification

- ☐ Backups are configured and tested
- ☐ Staging site is fully migrated to production
- ☐ Domain DNS settings are correctly configured
- ☐ Email functionality (contact forms, notifications) is working properly
- ☐ Critical user journeys have been tested end-to-end
- ☐ Legal pages (Privacy Policy, Terms of Service) are in place if required

Post-Launch Monitoring

- ☐ Uptime monitoring is enabled (e.g., UptimeRobot, Pingdom)
- ☐ Error logging is configured for backend and frontend issues
- ☐ Regular security audits are scheduled (OWASP ZAP, Wordfence)
- ☐ Regular performance audits are scheduled (Google PageSpeed, GTmetrix)
- ☐ Automated backups are set on a regular schedule
- ☐ Google Search Console and Bing Webmaster Tools are configured
- ☐ Analytics tracking is verified and collecting data correctly
- ☐ Conversion goals and funnels are set up in analytics