

WEBSITE CHECKLIST

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Pre-Launch

Design & Branding

- **Directive Page Layouts**
 - You need an inviting, organized design with good hierarchy and a strong CTA to guide users along, don't make people think about what's next.
- **Logos**
 - Of course your website needs your brand logo along with a 50x50px favicon to avoid the ugly default web icon
- **Color Scheme**
 - Beautiful portioned color scheme, typically a max of 4 colors is recommended
- **Typography/ Fonts**
 - Hierarchy in font sizes along with readable styles, Most Designers would say 3 fonts max.
- **Mobile Responsive Design**
 - 50-80% of website traffic will come from a phone, the mobile experience has an effect on SEO. This means content must be readable and spacing must be adequate.

Necessary Pages

- Home / Landing Page
- About Us / Info
- Products / Services (If applicable)
- Contact Page
- *Optional* - Blog, Booking, Online Shop, Detailed Pages, FAQ's, etc...

Pre-Launch pt.2

Performance & SEO

- **Load Time**

- If a website takes too long to load research shows that users will more than likely bounce. On average users won't wait more than 3 seconds for a page to load and bounce rate increases to nearly **38%** by 5 seconds

- **Page Size & HTTP Requests**

- The larger the page the slower the load. Try to keep pages under 5mb where possible. More HTTP requests mean a slower experience as well these can be mitigated by combining pages or files

- **Browser Caching**

- This makes your website quicker by keeping commonly used content in the local drive

- **Image Size**

- Both file size and display size have an effect on load speed, make sure all images are properly styled and compressed where possible.

- **Meta Tags & Description**

- The little box of text under your title in the search results, use this to be unique to your business but focused on showcasing what exactly you can do. Also don't forget to alt tag images for screen readers and web crawlers.

- **XML Sitemap / Indexing**

- This is a map of your webpages laid out perfectly for search engines to find and index, submitting your sitemap for indexing is a must as soon as the website is live.

Pre-Launch pt.3

Performance & SEO

- **Keyword Optimization**
 - Tons of organic traffic can be generated by taking the time to do keyword research and scatter those into your website content (remember to avoid keyword stuffing).
- **Simplified HTML, CSS, & JS**
 - When properly compressed the code itself can significantly improve load time
- **HTTPS Protocol**
 - The padlock in the address bar provides a secure place to transfer data and maintain customer privacy while helping with SEO. Pages still using HTTP take a big hit when it comes to placement.
- **Security Best Practices**
 - There are many vulnerabilities scanned on a daily by nefarious people, ensure all packages are up to date and proper security measures are taken which means all necessary API keys are hidden and logins authenticated correctly.

About and Contact Info

- The main problem being solved (mission).
- Call Now, Scheduling, Or Contact Form
- Social Media Links
- Experience / Testimonials
- Name / Co. Name
- Phone Number(s)
- Email(s)
- Business Address / Location

Post-Launch

FULLY FUNCTIONAL & RESPONSIVE

Test every link on your website to ensure a smooth user experience, this means testing out any forms or buttons as well

INFO UP-TO DATE

Make sure all contact info and specific service details are completely up to date no one wants the wrong information

SITEMAP SUBMISSION

As soon as your site is live make sure you submit your sitemap to google so your page can be indexed

GOOGLE ANALYTICS

Connect google analytics to monitor your audience and find out what works

WEBSITE BACK-UP

DO NOT forget to make a copy of your website files and keep them in a safe place, that way you're not out of luck if anything ever goes wrong

THANKS FOR READING! YOU'RE HEADED IN THE
RIGHT DIRECTION... CLICK BELOW TO SEE MY
WEB DEVELOPMENT PROCESS

www.mhwebdevelopment.com/process.html

THE DEVELOPER.

MILES HERNANDEZ



[BOOK A CALL](#)

[SEE THE PROCESS](#)

If you have any questions on your website journey don't hesitate to give me a call, I wish you the best of luck!