

## Website Launch Checklist

When deciding to launch a website, you must first check the things below. If there are problems in any of these areas, your website's functionality will be greatly reduced. Frankly, sending traffic to unfinished website only defeats the purpose of advertising in the first place. If you do check them, however, your website has a greater chance of attracting visitors and becoming successful.

	1	<input type="checkbox"/> Pages are kept simple.
	2	<input type="checkbox"/> Content is clear and consistent throughout the website.
	3	<input type="checkbox"/> Users are addressed directly. Their potential questions on the site's topic and their possible reaction were considered.
Content	4	<input type="checkbox"/> The purpose and benefit of every page is clear before visitors even begin to scroll.
	5	<input type="checkbox"/> The "must-see" content, is placed above the "fold", which is the imaginary line at the bottom of the screen
	6	<input type="checkbox"/> Long content is broken up.
	7	<input type="checkbox"/> The pages are balanced with relevant images that reinforce the content.
	8	<input type="checkbox"/> Every page has been read and approved by an outsider.
	9	<input type="checkbox"/> Spelling was checked again.
	10	<input type="checkbox"/> Navigation is easy to use and complete.
Navigation	11	<input type="checkbox"/> Each page looks the same, and the graphics or template fit neatly to the page.
	12	<input type="checkbox"/> Visitors find what they are looking for with no more than two clicks from the home page.
	13	<input type="checkbox"/> The navigational system uses understandable links or buttons that lead deeper into the site, as well as making sense to the end-user.
	14	<input type="checkbox"/> Other forms of navigation are available for users who cannot use pointing devices.
Design	15	<input type="checkbox"/> All important images have a meaningful 'alt' attribute and description.
	16	<input type="checkbox"/> HTML as the default information format is used to structure the document.
	17	<input type="checkbox"/> Cascading Style Sheets format and style basic elements.
	18	<input type="checkbox"/> Text colour contrasts with background.
	19	<input type="checkbox"/> Colour serves not to convey information.
	20	<input type="checkbox"/> Only clear common fonts are used.
	21	<input type="checkbox"/> Any font sizes defined in the Cascading Style Sheet are customisable by the end user. Any colour used is customisable by the end user.
Functions	22	<input type="checkbox"/> Menus and links make sense.
	23	<input type="checkbox"/> All links were checked lead to the correct destination.
	24	<input type="checkbox"/> All emails addresses on the site lead to the correct receiver.
	25	<input type="checkbox"/> Links are tested with Xenu Link Sleuth ( <a href="http://home.snafu.de/tilman/xenulink.html">http://home.snafu.de/tilman/xenulink.html</a> )
Compliance	26	<input type="checkbox"/> All "under construction" signs are removed.
	27	<input type="checkbox"/> All pages comply with the specified HTML version.
	28	<input type="checkbox"/> The HTML code validates using <a href="http://validator.w3.org/">http://validator.w3.org/</a>
	29	<input type="checkbox"/> The CSS validates using <a href="http://jigsaw.w3.org/css-validator/">http://jigsaw.w3.org/css-validator/</a>
	30	<input type="checkbox"/> Load times are less than 10 seconds at all connection speeds.
	31	<input type="checkbox"/> All web pages comply to the World Wide Web Consortium's Web Accessibility Initiative (WAI) 'A' standard, <a href="http://www.w3.org/TR/WAI-WEBCONTENT/full-checklist.html">http://www.w3.org/TR/WAI-WEBCONTENT/full-checklist.html</a>
	32	<input type="checkbox"/> Browser-specific HTML or scripting methods are avoided. ( <a href="http://www.anybrowser.org/campaign/abdesign.html">http://www.anybrowser.org/campaign/abdesign.html</a> )