

Web Development Checklist

Discovery & Strategy

- ☐ Define primary business goals for the site (leads, sales, bookings) before any design work starts.
- ☐ Choose your platform (WordPress, Shopify, WooCommerce, Webflow, custom) based on business model, not ease of build.
- ☐ Map out page structure and user journey before wireframing.
- ☐ Research three to five competitor sites for structure, messaging, and conversion paths.
- ☐ Set a measurable conversion goal for every key page.

Design & User Experience

- ☐ Confirm the layout is designed mobile-first, not scaled down from desktop.
- ☐ Place the primary call to action above the fold on every key page.
- ☐ Limit navigation to essential items, avoid overwhelming menus.
- ☐ Keep typography and brand colors consistent across every page.
- ☐ Check color contrast and font sizing for accessibility.
- ☐ Get high-fidelity mockups approved before a line of code is written.

Development & Performance

- ☐ Build with clean, lightweight code instead of bloated page-builder output.
- ☐ Test page load speed and target a Google PageSpeed score of 90 or above.
- ☐ Compress and optimize every image before upload.
- ☐ Confirm the site passes Core Web Vitals (LCP, CLS, INP).
- ☐ Test responsiveness on real devices, not just browser emulators.
- ☐ Set up SSL, automated backups, and basic security hardening.

SEO & Technical Foundations

- ☐ Use clean, descriptive URL structures site-wide.
- ☐ Add schema markup for relevant page types.
- ☐ Submit an XML sitemap and configure robots.txt correctly.
- ☐ Confirm proper heading hierarchy, one H1 with a logical H2/H3 structure.
- ☐ Write unique meta titles and descriptions for every page.
- ☐ Connect Google Analytics and Search Console before launch.

Content & Conversion Elements

- ☐ Write page copy around visitor needs, not just company history.
- ☐ Keep contact information and CTAs visible on every page, not buried in a menu.
- ☐ Add trust signals: testimonials, certifications, case studies, or reviews.
- ☐ Keep forms short, ask only for what's necessary to follow up.
- ☐ Confirm every page has one clear next step for the visitor.

Launch & Post-Launch

- ☐ QA every page across major browsers and devices before going live.
- ☐ Test all forms and confirm submissions route to the right inbox.
- ☐ Set up 301 redirects for any URLs that changed from an old site.
- ☐ Confirm analytics and conversion tracking are firing correctly post-launch.
- ☐ Provide CMS training so the client isn't locked out of their own site.
- ☐ Schedule a 30-day and 90-day performance check after launch.