

New Website Pre-Launch Inspection Checklist

Usability Essentials

- All forms tested with error scenarios
- Back button works throughout site
- Search handles typos and synonyms
- Visited links clearly indicated
- Touch targets sized for mobile (44px minimum)
- Body text readable (16px minimum)
- Contrast ratios meet WCAG standards
- Images have alt text

Conversion Essentials

- Value proposition clear within 5 seconds
- One primary CTA per page
- Social proof visible near actions
- Forms request minimal information
- Thank-you pages configured
- Contact information prominent
- Page load under 3 seconds
- Mobile experience optimised

Technical Essentials

- Analytics tracking installed
- 404 error page configured
- SSL certificate active
- Sitemap submitted
- Robots.txt configured
- Backup system in place

Red Flags

Usability Red Flags

- "Let's be creative with navigation"
- "Users will learn how it works"
- "We don't need search functionality"
- "PDFs are fine for web content"
- "Our users are different from everyone else"
- "Mobile can wait until phase 2"

Conversion Red Flags

- "We need multiple equal CTAs"
- "We'll write copy after design is done"
- "Our customers don't need proof"
- "Let's hide pricing information"
- "More features equals more value"
- "The homepage should explain everything"

Process Red Flags

- "We don't need user testing"
- "Let's skip prototypes to save time"
- "Everyone on the committee should approve"
- "We know what users want"
- "It worked for [big company], so it'll work for us"

Need more help? Get in touch with us here:

www.lwda.co.uk