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Web Design and Development Checklist

- Outline the Project and Define Objectives
- Essentials Requirement
- Website Planning
- Pre-Launch Checklist
- Post Migration Checklist

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Outline the Project and Define Objective

Objective for the website

What is the main objective of your website? Are you looking to generate sales for your website or will the website be used as a portfolio of your work or if the website will be used as an online shop?

Target Audience for your website

Who is your target audience for your website? Think about :

- Age/ Gender
  - Age and Gender can help you to know what design you should use and what is the tone you should use in your content.
- Interest
  - This helps you to know where you can reach out to them
- Who they trust
  - Helps to write content that links to the person/organization they trust
- Are they usually the decision maker?
  - Helps to decide how much you want to present on your website.

There can be more than 1 type of target audience for each website.

Your competitor profile

Who is your competitor? How do they reach out to their target audience? Do you have the same audience as them?

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Essentials Requirements

Do you have a Google Account?

Google Account is essential to create Google Analytics, Google Search Console, Google Recaptcha and Google Map API.

Have you purchased a Domain Name?

A domain name is the address to your website. You will need one to start your website project. You can choose domain providers from the list:

- Namecheap (for .com/.info/.io domains- Estimate Cost: SGD 15- 20/year)
- Exabytes Singapore (for .com.sg/.sg Domains- you will need your CORPpass. Estimated Cost: SGD 60-150/year)

Have you purchased a Hosting for your website?

A hosting is like the house of your website. You will need one to house your website
You can purchase your hosting from the list:

- Namecheap (if you are looking for something cheap and you do not need a Singapore Server)
- Siteground (if you are looking for a Singapore server)

Have you installed Wordpress on your server?

Documentation on how to install wordpress on your server -

- Namecheap
- Siteground

Have you installed the recommended plugins on your wordpress?

See how you can install plugins to your Wordpress Website.
Recommended list of Plugins to install:

- Under Construction Plugin
- Woocommerce plugin (if you are creating a eCommerce Website)
- RankMath SEO / Yoast SEO
- Updraft Backup
- Wordfence
- WP Fastest Cache - Deactivate it while you are developing your website.
- Smush Pro - Deactivate it while you are developing your website.

Have you install the theme on your Wordpress Website?

See how you can install your theme on your Wordpress Website. You can purchase the Divi theme from Elegant Theme.

Have you installed and activated the child theme for your Wordpress website?

Install a child theme so that if there is any update on your Divi theme, you will not lose your customisation.

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Website Planning

Do keyword Research for your website.

Keywords research is important to understand what search terms your potential customers are using on Search Engines. It also helps you to plan for your content to be used on the website and what are the contents you should create after you have built your website.

Find out more on how you can conduct your keyword

Analysis your competitors

Get to know more about your competitors to learn how you can create a website that has good organic traffic.

Find out how you can do a SEO Competitor Analysis.

Create a Sitemap for your website

A sitemap is a list of pages that you have for your website. You can create a sitemap using simple paper and Pen or use mind map tools online.

Decide on your Design Elements

Think about the type of design that you wish use on your website

- What are the fonts that you wish to use. You will need to consider 2 fonts type (header font and body font).
- Consider Google Fonts to optimize the speed of your website.
- What are the colors that you will be using on your website. You can use a color wheel to help you to decide what combination of colors you can use.
- Decide what type of image style you would like to use on your website.
  - Photography (Download free from Unsplash)
  - Illustration (Download free from Freepik)

Decide on your visitors personas

Personas are fictional characters, which you create based upon your research in order to represent the different user types that might use your website. Read up more about personas.
There are no limits on the number of personas for your website.

Create Wireframes for the pages of your website

A wireframe is like the skeleton to your website. It helps you to have an overview of the page that you are doing.
You can create wireframe using simple paper-and-pen or software like Adobe XD

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The following checklist will cover the following components:

- User Experience Testing
- Functionality testing
- Search Engine Optimization testing
- Site Security Testing

Pre-Launch Checklist

User Experience Testing

- [ ] **Check each pages to on your menu tab**
  Ensure that all the pages are loading properly and that there are no broken links on your website.
- [ ] **Check your website on your desktop, mobile and tablet.**
  If you do not have any of the devices, you can always use the simulator on your browser (Google Chrome).
- [ ] **Check on the fonts on every parts of your website**
  Check if the fonts type, font colors and font sizes are consistent.
- [ ] **Check each button on the pages of your website**
  All button should be link to the correct page and have hover effect when you put your mouse over to the button.
- [ ] **Check the logo of your website**
  Does the logo of your website link to the Home page?
- [ ] **Check the links on your website**
  Ensure all external link opens in a new window and internal links open in the same window.

Functionality testing

- [ ] **Enter a random string of text behind your URL**
  Did it link to a 404 page? - 404 page is important to your website's SEO.
- [ ] **Check your contact form and send a test message on your contact form**
  Did you receive a notification on the form submission?
- [ ] **If your create a ecommerce shop, create a test product and do the purchase of the test product**
  Was your purchase successful?
  Did you receive the monies in your payment gateway (e.g. Paypal)
  Did you receive the order notification email?
- [ ] **If your create a ecommerce shop, update the status of your order**
  Did your test account receive the order update email?
- [ ] **If your create a ecommerce shop, Check the email settings (woocommerce> Settings > Email)**
  Is the send-from email address correct?
  Did you use your corporate colors for the email?

Search Engine Optimization testing

- [ ] **Check the heading text used on the website**
  Did it you only have 1 H1 tag? Apply the correct heading tag to each heading. - Read guide on H1, H2, H3.
- [ ] **Check the images used on the website.**
  Ensure all images have alt text.
  Alt Text should contain the description of the image and the business name.
- [ ] **Check the Meta title and Meta Description of your website**
  Did it describe the page correct? Read more about Best SEO practice on your website.
- [ ] **Check the Yoast SEO / RankMath SEO analysis**
  Are you able to resolve most of the SEO issues?
  Here's a guide on Scoring 100/100 on Rankmath Test.

Site Security testing

- [ ] **Activate the Wordfence Plugin and Run a malware scan on the website**
  Here's a guide on how to use Wordfence. Are you able to resolve the malwares reported?
- [ ] **Check your Updraft Backup plugin**
  Did you schedule a regular backup?

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Post Migration Checklist

Have you integrated Google Analytics on your website?

You can learn how to integrate Google Analytics to your Wordpress Website here.

Have you integrated Google Search Console on your website?

You can learn how to integrate GSC to your Wordpress Website here.

Have you submitted your sitemap to Google Search Console?

You can learn how to submit sitemap to Google here.

Is all your plugins and themes updated?

Keep your Wordpress plugin and Divi Theme updated helps to protect your website.

Have you set up Recaptcha for your forms?

Learn how to set up Recaptcha on your Wordpress Forms here.

Check your contact form and send a test message on your contact form

Did you receive a notification on the form submission?

Check your page speed using the Page Speed Insight by Google

You can read more about how to improve your page speed with this guide.

Check if your website is install with SSL Certificate

You can activate the SSL certificate directly from your server. Here are the documentations to install SSL.

- NameCheap
- Siteground

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