Interactive Online

Website Quality Checklist

Check content, mobile usability, forms, search settings, accessibility, privacy, and recovery with a practical priority worksheet.

For website owners preparing a launch or deciding what to improve next.

Use this guide

Read the guide, record your answers, and keep a copy of your decisions. The HTML version includes browser worksheet fields; an editable Word worksheet is also available.

Do not record passwords, private customer information, or payment details in this document.

Content and visitor purpose

Mobile and keyboard usability

Forms, signup, and purchase

Search visibility and page loading

Privacy, domain, and recovery

Prioritize and sign off

Content and visitor purpose

Review representative pages and the complete main customer journey. Record Pass, Needs work, or Not applicable beside each check.

☐ A visitor can explain what you offer after reading the headline and introduction. Test with someone unfamiliar with the site.

☐ Each important page has one obvious next action. Follow it and verify the destination.

☐ Business details, claims, prices, hours, and qualifications are accurate.

☐ Sample content, unfinished notices, and invented reviews are removed.

☐ Links use useful labels and lead to the promised destination.

☐ Images are relevant, licensed, and described when they convey information.

Pages reviewed

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Content owner

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Facts to verify

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Mobile and keyboard usability

Use a phone and keyboard yourself. Automated reports help locate issues but do not replace interaction testing.

☐ Ordinary text reflows on a narrow screen without sideways scrolling.

☐ Text remains usable at 200% zoom and important controls are not covered.

☐ Tab through menus, buttons, forms, and dialogs. Focus is visible and follows a sensible order.

☐ Menus open, close, and return focus appropriately using a keyboard.

☐ Controls have clear visible labels; touch targets are comfortably sized and spaced.

☐ Headings organize the page and important information is not conveyed by color alone.

☐ Text and controls have readable contrast. Check actual colors with a contrast tool.

Devices and browsers checked

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Keyboard barriers

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Items needing specialist accessibility review

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Forms, signup, and purchase

Submit your own authorized test enquiry. For buying flows, use a supported sandbox or clearly scoped test transaction.

☐ Every field has an associated label and asks only for information needed at that stage.

☐ Errors identify the field and explain how to correct it.

☐ Submission shows a useful success or failure state and prevents accidental duplicate submission.

☐ An enquiry reaches the intended inbox; reply and sender details are correct.

☐ Signup and password recovery work without exposing customer information.

☐ Plan price, billing cycle, renewal, taxes, and exclusions agree with the checkout.

☐ Terms and marketing consent are distinct and consent is not preselected.

Form or journey tested

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Test date and delivery result

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Failure and recovery behavior

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Search visibility and page loading

Use actual public URLs when checking search settings. Local and staging sites should remain protected from indexing until launch.

• Core Web Vitals good thresholds are LCP at or below 2.5 seconds, INP at or below 200 milliseconds, and CLS at or below 0.1.

• A lab run is a diagnostic snapshot. Field results need real visitor measurements; a local score cannot establish production performance.

☐ Pages have descriptive titles, search descriptions, and one clear primary heading.

☐ Canonical URLs point to the intended public page.

☐ Launch redirects preserve valuable old URLs and do not form loops.

☐ The public site can be indexed when approved; development sites remain noindex.

☐ The sitemap contains the intended public routes and internal links work.

☐ Images have suitable dimensions and compressed formats; below-fold images load when needed.

☐ Test loading, responsiveness, and layout shifts on representative pages under recorded conditions.

URLs and redirect checks

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Performance test conditions

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Highest-impact loading issue

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Privacy, domain, and recovery

Review the actual tools and services used by the site. Get specialist advice where your business or jurisdiction requires it.

☐ HTTPS works for root and www and redirects lead to the intended page.

☐ Existing email records and connected services remain working after DNS changes.

☐ Privacy information describes actual forms, analytics, third-party tools, and retention.

☐ Consent choices work in practice where consent controls are required.

☐ Backups cover the correct files and database and have a tested restore procedure.

☐ Administrative access is limited to the people who need it.

☐ Updates, support, and incident ownership are assigned before launch.

Backup and restore evidence

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Privacy or consent questions

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Support and maintenance owner

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Prioritize and sign off

Fix launch blockers first: broken enquiries, wrong billing, inaccessible essential actions, accidental noindex, conflicting DNS/email, or no recoverable backup. Then handle improvements by impact and effort.

- This is a practical self-review, not a full WCAG audit or legal compliance certification.
- Keep the result, evidence, and unresolved questions together so the next person can follow the decision.

Issue and affected page

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Impact on visitors

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Priority: blocker / high / normal

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Owner and next action

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Evidence that the fix works

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Launch decision and remaining limitations

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Postlaunch review date

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Explore ongoing care

Discuss a specific issue