

WEBSITE DEVELOPMENT CHECKLIST

A practical review sheet for small businesses in Pakistan

Business / website: _____ Date: _____

Tick each item after checking it on the actual website. Not every item applies to every project; record exceptions and follow-up actions.

1. Planning and website structure

- The website has a clear purpose and defined primary audience.
- Main services or product categories are identified before development.
- Important services have focused pages where each page serves a distinct purpose.
- Navigation is logical and important pages are easy to reach.
- URLs are short, readable and descriptive.
- Internal links connect related pages using meaningful anchor text.

2. Technical SEO and indexing

- Important pages return the correct status code and are indexable when intended.
- Each important page has a unique, descriptive title and meta description.
- Heading hierarchy is logical and the main topic is clear.
- Canonical URLs are correct and consistent.
- XML sitemap is accessible and contains canonical, indexable URLs.
- robots.txt does not accidentally block important content or resources.
- Redirects, broken links and 404 pages have been checked.
- Structured data, if used, accurately matches visible page content.

3. Speed and Core Web Vitals

- Images are resized and compressed for their display dimensions.
- Modern image formats are used where appropriate.
- Unnecessary scripts, plugins and third-party tags are removed.
- Fonts and font weights are limited to what the design needs.
- Image dimensions or aspect ratios are set to reduce layout shifts.
- Representative pages have been tested with PageSpeed Insights.
- LCP, INP and CLS opportunities have been reviewed.

4. Mobile experience and accessibility

- Pages work at common mobile screen widths without horizontal scrolling.
- Text is readable without zooming.
- Navigation and menus work with touch input and keyboard controls.
- Buttons and links have comfortable touch targets.
- Forms are usable on mobile and show clear validation messages.
- Images have meaningful alt text when they convey information.
- Colour contrast and focus states are sufficiently clear.

5. Content and local business information

- The homepage explains what the business does and who it serves.
- Service pages explain scope, process and customer-relevant details.

- Business name, contact details and service areas are accurate and consistent.
- Claims, reviews, credentials and project examples are genuine.
- Content answers real customer questions instead of repeating keywords.
- Contact details and next steps are easy to find.

6. Conversion and lead capture

- Each important page has a relevant and visible call to action.
- Forms ask only for information needed to respond.
- Phone, email or messaging options work correctly.
- Form submissions are tested from end to end.
- Thank-you or confirmation states are clear.
- Any popup or dialog is non-intrusive and does not block access to content.
- Visitors are told how their submitted information will be used.

7. Pre-launch and post-launch checks

- All navigation links, buttons, forms and downloads have been tested.
- Favicon, social sharing image and metadata are configured.
- HTTPS works and the preferred domain redirects consistently.
- Analytics and Search Console are configured where appropriate.
- A backup and a rollback plan exist for the launch.
- The live sitemap and robots.txt have been checked after deployment.
- Important pages are reviewed again on mobile after launch.
- A process exists to monitor errors, enquiries and performance over time.

Priority fixes / notes

1.

2.

3.

This checklist is an initial review aid, not a substitute for a full technical, accessibility, security or SEO audit. Validate findings with the website, relevant tools and business requirements.

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