

# Ecommerce Website **Go-live Checklist**

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## Communication

- Contact details are correct and easy to find
- Rating and review systems in place
- FAQ page in place
- Links to social media accounts present
- Shipping, returns, and refund policy are clear and easy to find
- Purchase confirmation and abandoned cart emails in place
- About page in place
- Newsletter subscription option in place

## Accessibility

- Website tested for screen reader
- ARIA landmark roles in place
- Alternative text in place for images
- Page titles and metadata is unique and descriptive
- All forms have associated labels not placeholder text
- Colour contrast tested
- Links are easily recognisable and have a clear focus state
- Website meets appropriate level of WCAG compliance

## Content

- The text has been checked for spelling, grammatical, and factual errors
- All pages have content
- Images and videos are working correctly
- Placeholder text removed
- Custom 404 page in place

## Product information

- Detailed product description in place for all products
- Product pictures in place for all products
- Stock levels visible and accurate
- Sizing and colour selection works as expected



## Design

- Favicon in place
- Logo links to home page
- Website navigation works smoothly
- Formatting is consistent across all page

## Payments

- Shipping rates are displayed during checkout
- Discount codes can be applied in the cart
- Cart's content can be edited
- Prominent payment methods are available
- Guest and existing member logins available
- Checkout buttons are clearly visible
- Checkout works on different devices
- Detailed confirmation page in place before checkout

## Infrastructure

- Domain name and web hosting set up and linked
- Automatic backups configured and working
- SSL certificate installed
- Files fully integrated and version control and deploy path in place

## Performance

- HTML, CSS and JS files minified and combined where possible
- Images and videos have been optimised
- GZIP compression enabled
- Only necessary fonts, weights, and character sets are installed
- CDN/caching incorporated as required
- Website's performance tested and optimised



## Compatibility

- Run through Mobile-Friendly Test and results adequate
- Website tested on mobile devices and tablets
- Website tested in targeted browsers
- Favicon and touch icons present in mobile devices
- Website tested for visitors with Javascript disabled

## Security

- The latest version of the eCommerce platform is used and/or all patches are applied
- Web Application Firewall is configured following best practice and is applied to all relevant domains
- No critical or high-risk vulnerabilities are detected
- Ecommerce platform is set up in accordance to best practices
- Infrastructure software is updated to the latest version
- Application, infrastructure and security events are logged
- Malware and data leak detection tools in place
- Secure areas are locked and no accessible by search engines
- Default login URL is changed
- Default CMS username is changed
- SSL certificate is requested

## Legal

- Terms and conditions in place and easy to find
- GDPR compliant privacy policy in place (in Europe)
- GDPR compliant cookie policy in place and banner created
- Licence in place for any external content used

## Analytics

- Analytics tracking in place
- Event tracking set up for key metrics
- Google analytics/search console account set up and linked
- XML sitemap in place and added to root of website



## Technical

- 301 redirects set up for pages which no longer exist
- Expires caching activated
- Clean URL rewrites in place
- All versions of URL redirecting to the same format
- Robots.txt file not blocking search engine spiders
- HTML W3C valid
- CSS W3C valid
- No Javascript logs, errors or warning
- Noindex and nofollow removed to be accessible through search engines

## Functionality

- Links, forms, and CTAs are working correctly
- Required fields tested
- Forms have confirmation URL or event tracking to track submissions
- Forms process correctly with Javascript disabled
- Search working correctly
- Forms are sent to the right person
- Input validation (min/max lengths, character limits) reviewed



Vaimo is one of the world's most respected experts in digital commerce and experience. We are a full-service omnichannel partner with a 14-year track record of driving success in digital commerce across the B2B, B2C, and D2C sectors. We work with brands, retailers, and manufacturers globally and our 500+ employees are based in over 15 countries.