WLC WEBSITE TEST GUARANTEE

GENERAL:

- ❏ Is the design implemented properly ("PerfectPixel" approach - if contracted)?
- ❏ Is functionality from the specification implemented?
- ❏ Are all needed emails sent and infoboxes from forms displayed?
- ❏ Is the cookies box displayed properly?
- ❏ Is the 404 website implemented?
- ❏ Is the version of WordPress up to date?
- ❏ Is the layout adjusted to resolutions:
    - ❏ 320px (only if contracted)
    - ❏ 375px
    - ❏ 576px
    - ❏ 768px
    - ❏ 992px
    - ❏ 1024px
    - ❏ 1380px
    - ❏ 1920px

- ❏ Is the site adjusted to the newest versions of the popular web browsers?
    - ❏ Chrome
    - ❏ Edge
    - ❏ Firefox
    - ❏ Safari (Monterey)
    - ❏ Opera (only if contracted)
- ❏ Are contact links set up correctly – mailto:aa@xxx.com and phone nr. Tel:xxxx
- ❏ Are WCAG standards implemented? (only if contracted)

CODING STANDARDS:

- ❏ Is a Responsive Website Design implemented?
- ❏ Is a "mobile-first" approach implemented?
- ❏ Are WordPress coding standards and theme development best practices followed?
- ❏ Is the code quality improved in accordance with W3C guidelines (W3C Validator)?
- ❏ Is the premium theme updated to the newest version (if used)?
- ❏ Are all used plugins updated to the newest versions?
- ❏ Is GDPR compliance script implemented?
- ❏ Does description tag contains logical info instead of the default "Just another Wordpress site"?
- ❏ Are website errors (eg. in Javascript console) verified and fixed?
- ❏ Is the website made 100% translation ready?
- ❏ Are breadcrumbs added? (if in accordance with the design)

Page speed optimization:

- ❏ Checking Google PageSpeed Insights and optimization (minimum speed for Desktop: 90, mobile: 90?)*
- ❏ Is Autoptimize plugin installed and configured?
- ❏ Is caching plugin, eg. WP Super Cache installed and configured?
- ❏ Is the HTML, CSS, JS code minified and files concatenated?
- ❏ Are external scripts avoided where it was possible? (eg. Disqus, live chat, etc.)
- ❏ Is adding audio/video files directly to WordPress avoided?
- ❏ Is the usage of image sliders limited?
- ❏ Are fonts added without unnecessary requests to the servers?
- ❏ Is lazy loading implemented for images?
- ❏ Are new image formats - WebP - used whenever possible?
- ❏ Are new image formats - SVG - used whenever possible (i.e. for logo)?
- ❏ Are images adapted to the devices they are displayed on (Advanced Adaptive Images)?
- ❏ Are graphical files compressed/optimized? Is EWWW Image Optimization plugin installed and configured?
- ❏ Are CSS Sprites used? (i.e. combining many small graphics into one to limit the number of server requests, or combined SVG elements, or custom fonts for icons)
- ❏ Are Cache-control headers implemented? (if contracted)
- ❏ Is GZIP compression done? (if contracted)
- ❏ Is database optimized? (if contracted)
- ❏ Is the number of posts revisions limited? (if contracted)

SEO optimization:

- ❏ Is the Yoast SEO plugin installed and has basic configuration?
- ❏ Is the sitemap.xml added to the site?
- ❏ Is the site indexed by Google?
- ❏ Is the robots.txt file in place?
- ❏ Is the website available only at one address - with or without "www" prefix (redirection)?
- ❏ Is nofollow set, noopener for all outbound links?
- ❏ Are ALT attributes added to images?
- ❏ Are breadcrumbs added? (if in accordance with design)
- ❏ Are the headings used properly? (the H1 lead should be used only once on a specific subpage, headings H2, H3, H4, H5, and H6 according to the hierarchy)
- ❏ Paging results (on each subpage with results there should be a reference to the canonical page, the first results page link cannot contain a page number)
- ❏ Adding names to files (eg. images) in accordance with what they contain, helps in better understanding the content by search engine robots and at the same time indexing pages and files
- ❏ Is the Google Tag Manager implemented? (if contracted)
- ❏ Is the Google Search Console connected + sitemaps in Google Search Console added? (if contracted)
- ❏ Is the Google Analytics connected?(if contracted)

* May not be achievable on the ready-made premium templates.

- ❏ Is the Structured Data implemented? (if contracted)
- ❏ Is the content delivery network implemented? (CDN) (if contracted)
- ❏ Is proper meta tag optimization done for individual pages, eg. title, and description? (if contracted)
- ❏ Are broken links that affect Google's page rating checked and redirected to the home page? (if contracted)
- ❏ Exclusions: are the subpages that we do not want to index in the search engine excluded? (e.g. pages with results of sorting or filtering products) (if contracted)

Security:

- ❏ Is the iThemes Security plugin installed and configured?
- ❏ Are strong usernames and passwords used? (Not using the "admin" username)
- ❏ Is the admin user removed with ID "1"?
- ❏ Is the user registration disabled if it is not required?
- ❏ Is the default database prefix changed from "wp_" to something else?
- ❏ Is the login panel address changed? (http://yoursite.com/wp-admin/ and http://yoursite.com/wp-login.php should not be available - there will be a custom link)
- ❏ Is login attempts limit set?
- ❏ Is the reCAPTCHA installed?
- ❏ Is the PHP engine on the server upgraded to the latest version? (if contracted)
- ❏ Is the SSL security certificate implemented? (if contracted)
- ❏ Is the backup strategy to external services decided and configured? (if contracted)
- ❏ Is scanning site for malware and vulnerabilities added? (if contracted)
- ❏ Is Two-Factor Authentication added? (if contracted)

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