

Pre-launch Website Audit Checklist - Page 1 of 3

1. Admin login credentials strong?
2. Where is the domain name registered?
3. Where is the site currently hosted?
4. What plugin licenses are being used?
5. When do the plugin licenses renew?
6. What are the premium plugin account credentials?
7. Who takes care of backups?
8. Where are backups stored?
9. Who monitors updates and installs them?
10. Who monitors security and SSL?
11. Connected to Google Webmaster Tools and Analytics?
12. Who is monitoring traffic statistics?
13. Who takes care of adding or updating content?
14. Is the proper copyright permissions for all content and media in place?
15. Who moderates comments?
16. For eCommerce, is the PCI (Payment Card Industry) SAQ (Self-Assessment Questionnaire) filled out and sent in?
17. Check all animations (look for jerky effects)
18. Any inconsistencies? (font size / color / padding / margins)
19. Any filler or example text to remove?
20. Is the ENTIRE website proofread?
21. Any content need reformatting? (no large paragraphs)
22. Do all images have alt description tags?
23. Does every form work properly?
24. Do the form notifications (and reply abilities) work correctly?

25. Test any social sharing capabilities
(even test the display of a general url copy/paste)
26. Test images sizes <https://squoosh.app/>
27. Is the logo linked to homepage?
28. Any links broken?
29. Do all the downloads or linked files work and are the correct file?
30. Is there a 404 Page?
(404 is the error displayed when a visitor attempts to access a page that doesn't exist.
By making a 404 page, a visitor has a pleasant experience vs. an error message.)
31. Any redirections needed?
32. Check for links back from all social media profiles
33. Is the contact information and forms set properly?
34. Does it work with the common browsers (Chrome, FireFox, Safari, Edge)?
35. Check Responsive Design with <http://mobiletest.me/>
36. Is the Favicon present for both the front end and admin side?
37. Is the WordPress Admin Email set correctly?
38. Is the correct WordPress Time & Date set correctly?
39. Unchecked the WordPress Discourage Search Engines checkbox?
40. Disabled pingbacks, trackbacks, comments, avatars, etc.?
(adjust according to site needs)
41. Are the Permalinks set properly?
42. Site title and tagline set correctly?
43. Are the meta titles and descriptions set for all post types?
44. Are the XML Sitemaps functioning properly?
45. Is there a caching system used?
46. Current and valid licensing for all plugins and tools?
47. Is there a privacy policy page?

48. Is there a terms and conditions page?
49. Are there a cookies policy and control abilities for EU residents?
50. If eCommerce, is it PCI compliant?
51. If eCommerce, is there a return policy page?
52. Is a CDN (content delivery network) in place?
(A CDN is a distributed group of servers that work together to provide fast website delivery. It also helps protect websites against some common malicious attacks.)
53. Is there a backup plugin in use and setup correctly?
54. Are there WordPress updates needing to be installed?
55. Are there theme updates needing to be installed?
56. Are there plugin updates needing to be installed?
57. Is SSL in use?
58. Is there a security plugin in use?
59. Any unused plugins or themes?
60. How many users are registered?
61. How many admin users?
(should be limited to 1 or 2)
62. Enforcing strong passwords?
63. Is Two-Factor Authentication active?
64. Check every plugin that they are properly configured and are doing what they are supposed to do. List plugins below.