

Web Site Proofing Checklist

Site address

Links

YES NO
____ ____
____ ____

Do they work? Go to correct page?
Are they consistently styled?

Formatting

YES NO
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____

Are headers all the same size, color and font?
Are main text fonts consistent in size and color?
Is all text legible?
Are more than three typefaces being used?
Are more than three font sizes being used?
Are all graphics showing up on the page?
Are any of the pages too wide or narrow?
Are any line lengths too long?
Is the most important information above the "fold?"

Content

YES NO
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____

Spellchecked?
Grammar checked?
Are e-mail addresses consistent and correct?
Is the privacy policy listed?
Is the copyright listed?
Is all pertinent contact information listed?
Is there a call to action and a clear focus on every page?
Is the site easy to use?
Has a site map been included?

Meta tags

YES NO
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____
____ ____

Does the page title display correctly in the window?
Is there a title tag?
Is there a keywords tag?
Is there a description tag?
Are there alt tags on all graphics?
Is there alternate content for images, Flash®, video, etc.?
Is SEO copy in place?

Browser

YES	NO	
_____	_____	Internet Explorer® 6, 7, 8?
_____	_____	Safari®?
_____	_____	Firefox®?
_____	_____	Mobile browsers?
_____	_____	Other(s)? If so, which one(s)? _____

Screen Resolution

YES	NO	
_____	_____	800 x 600?
_____	_____	1024 x 768?
_____	_____	1280 x 1024?

Construction

YES	NO	
_____	_____	Has an SSL certificate (if applicable) been secured?
_____	_____	Have domains been properly registered?
_____	_____	Have applications been tested for functionality? Usability?
_____	_____	Are download times reasonable?
_____	_____	Have image sizes been optimized?
_____	_____	Are custom 404 error pages in place?
_____	_____	Have databases been set up correctly?
_____	_____	Have contact forms been validated?

Comments

Approved By

	Initials	Date
New Media		
Creative Director		
Art Director		
Copywriter		
Account Executive		
Account Coordinator		
Traffic Manager		