



Website QA Checklist

What is website QA & why is it important?

Website Quality Assurance is when checks are done to make sure your new website pages look and work correctly.

It's normally done by someone other than the Developer who built the site. This might be a Project Manager or QA Specialist, however, if you are working directly with your Developer you may need to do this yourself.

Website QA is important because your website showcases your business, it's an extension of your brand value, your customer experience and professionalism.

TIP Most websites are now built responsively, meaning they automatically stack their content appropriately for mobile phones and often change the menu to the three lined 'burger' visual. A white icon of three horizontal lines inside a circle, representing a mobile menu or 'burger' menu.



QA Stage 1

GLOBAL ELEMENTS

We recommend stage one is completed in one browser only e.g. Google Chrome and on Desktop and Mobile, so that the amends captured can be fixed before moving on to cross-testing. This will reduce the need to capture duplicate amends.

<input type="checkbox"/> Main Navigation/Menu (Level 1 and any drop downs)	
<input type="checkbox"/>	Check wording is as you require and spelt correctly
<input type="checkbox"/>	Check all links are opening the correct pages
<input type="checkbox"/>	Check all link urls have the right structure and are spelt correctly
<input type="checkbox"/>	Check functionality is working properly, like drop downs and roll-overs
<input type="checkbox"/>	Check you have a Favicon – the icon displayed in the browser address bar
<input type="checkbox"/> Footer Navigation	
<input type="checkbox"/>	Check wording is as you require and spelt correctly
<input type="checkbox"/>	Check all links are opening the correct pages
<input type="checkbox"/>	Check all link urls have the right structure and are spelt correctly
<input type="checkbox"/>	Check you have a Cookie consent notice
<input type="checkbox"/>	Check you have included formal information, like copyright and privacy policy links
Have global elements been tested in Google Chrome on...	<input type="checkbox"/> a Desktop <input type="checkbox"/> and a Mobile <input type="checkbox"/>



TIP Links from your website off to other websites you don't own should open in a new window – this means users can easily find their way back to your website

PAGE BY PAGE



Content



- Check the page has a logical, relevant meta title (text in browser address bar) and main H1 heading (first heading on the page)
- Check the page visually across spacing, alignment, sizing – looking for consistency
- Check what's written is correct and there are no spelling mistakes
- Check all buttons and links open and behave as required
- Check your imagery – is it clear, sized correctly, optimized and have any placeholders been removed



Functionality



- Check forms – do submissions go to the right place, with the right subject line and thank you message, can you enter the data correctly and are all options in your drop downs
- Check sliders and carousels – do they contain the right content and can you navigate through them to the last one
- Check search functionality – can you type in the search bar, submit, and get the right content returned
- Check filters – are drop down lists or filter buttons changing the content displayed accordingly
- Check feeds & integrations – is any information pulling in from other places doing so correctly, in the right order
- Check animations and roll-overs – does on page movement load correctly

Has page by page QA been completed in Google Chrome on...

a Desktop



and a Mobile



TIP Don't forget to QA system pages too e.g. privacy policies, 404 error pages and any client/candidate log in pages



Before you move on to Stage 2 make sure all your amends have been addressed.

All QA amends re-checked and satisfactorily complete



QA Stage 2

CROSS-TESTING

Your site will now be in good health on one browser, but there are many available for people to use. It is best practice to repeat the global checks and page by page checks in the most common browsers because they can behave differently. As you have completed QA Stage 1 there should be much less to find. As a minimum we would recommend re-testing in:

Cross Browser Testing		Cross System Testing	
<input checked="" type="checkbox"/>	Google Chrome	<input type="checkbox"/>	Windows
<input type="checkbox"/>	FireFox	<input type="checkbox"/>	Mac
<input type="checkbox"/>	Safari	<input type="checkbox"/>	Android
<input type="checkbox"/>	Microsoft Edge	<input type="checkbox"/>	iOS Apple

Additional QA checks

For a secure website, one you can measure the performance of, and one that will perform well on search engines, you should also:

<input type="checkbox"/>	Check you have an SSL certificate in place – a bit of code that provides a secure, encrypted connection for site users
<input type="checkbox"/>	Check your Google Analytics and other tracking codes are added correctly
<input type="checkbox"/>	Check each page has a meta description and your images have descriptive alt text
<input type="checkbox"/>	Check the speed of your website using free tools like Google Search Console or GTMetrix

During and after the launch of your website there are other best practice checks you should do:

<input type="radio"/>	Check (only if you have an existing website already and are changing its structure) that you have mapped all existing urls into your new ones and have deployed (at launch stage) a re-direct file, this ensures you get no broken link error messages
<input type="radio"/>	Check your http:// redirects to your secure https:// website and that your trailing slash https://3r.co.uk/ redirects to your naked url without a trailing slash https://3r.co.uk
<input type="radio"/>	Check any no-index tags have been removed and your site is being indexed by search engines (note, it can take a while before your new website is crawled by search engine bots)
<input type="radio"/>	Check your website has a sitemap.xml file to aid search engines with indexing your site
<input type="radio"/>	Perform a crawl of your website (post deployment of your re-direct file if required) to look for and fix any broken 404 links – you can do this on free tools like Google Search Console and Screaming Frog
<input type="radio"/>	Repeat a website speed test post launch as the process will often move it to a new server environment

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