BUSINESS WEBSITE MUST-HAVES

1. General Functionality

- [ ] All pages load without errors (no 404s or broken links)
- [ ] All forms (contact, sign-ups, etc.) work and send confirmations
- [ ] Navigation links go to the correct pages
- [ ] Buttons, sliders, tabs, and other interactive elements function correctly
- [ ] External links open in a new tab
- [ ] Favicon displays properly
- [ ] Website backup is scheduled and functioning

2. Mobile Responsiveness

- [ ] Fully mobile-friendly on all devices
- [ ] Navigation/menu functions well on mobile
- [ ] No content overlaps or cuts off
- [ ] Click-to-call phone number is active

3. Design & User Experience

- [ ] Design matches brand guidelines (fonts, colors, logos)
- [ ] Clear call-to-actions throughout the site
- [ ] Easy-to-find contact info (email, phone, form)
- [ ] Links to social media are active and current
- [ ] Services or offerings are clearly listed
- [ ] Business name and address are included in visible text
- [ ] Business hours are listed where applicable

4. Performance

- [ ] Site loads quickly (test with tools like PageSpeed Insights)
- [ ] Images are optimized for fast load
- [ ] Lazy loading used where needed
- [ ] Minified CSS/JS where appropriate
- [ ] No unnecessary plugins or scripts slowing performance

5. Accessibility

- [ ] Sufficient contrast between text and background
- [ ] All images have descriptive alt tags

6. Security

- [ ] SSL certificate is installed (HTTPS enforced)
- [ ] Forms have anti-spam measures (CAPTCHA or honeypot)
- [ ] Regular backups in place

7. Tracking & Integrations

- [ ] GA4 installed and tracking
- [ ] Meta Pixel installed and functioning
- [ ] Google Search Console installed
- [ ] Conversion tracking is set up if applicable
- [ ] Cookie consent banner (if required by law)

NOTES