

Website QA checklist

Tick each check when it passes. Blockers must pass before launch. Checks marked with a site type apply only to that kind of site.

Content and copy

☐	C01 BLOCKER	Is all placeholder text gone (lorem ipsum, TODO, sample names, AI tool default text)? How to check: Search every page and the page source for lorem, TODO, example, test, and your builder's name.
☐	C02	Has every page been proofread for spelling and grammar? How to check: Read aloud or use a spell checker on the live pages, including buttons and error messages.
☐	C03 BLOCKER	Are phone numbers, emails, addresses and prices correct everywhere they appear? How to check: List every place they appear (header, footer, contact, emails, schema) and compare.
☐	C04	Do all images load, look sharp and have the right crop on phone and desktop? How to check: Scroll every page on a phone and a large screen.
☐	C05	Is the copyright year and company name correct in the footer? How to check: Check the footer on any page.
☐	C06	Do empty states explain what to do (empty cart, no orders yet, no results)? How to check: Use a brand new account and look at every list or dashboard. Only for: Web app with accounts, Online store, App built with AI tools.
☐	C07	Are error messages written for humans (no raw codes, stack traces or 'undefined')? How to check: Trigger errors: wrong inputs, offline, expired session. Only for: Web app with accounts, Online store, App built with AI tools.
☐	C08	Is the favicon set and visible in browser tabs and bookmarks? How to check: Open the site in a new tab and on a phone home screen.
☐	C09	Are dates, times, currencies and units shown in the right format for your audience (for example US\$ vs CA\$, English and French in Canada)? How to check: Check prices, dates and emails with US and Canadian settings.

Links and navigation

☐	L01 BLOCKER	Do all links work, with no 404s? How to check: Run a link checker (for example Screaming Frog free or an online broken link checker).
☐	L02	Do the logo and main menu go to the right pages on every page? How to check: Click through the full menu, including dropdowns and the mobile menu.
☐	L03	Does the mobile menu open, close and scroll correctly? How to check: Test on a small phone, including landscape.
☐	L04	Is there a helpful 404 page that returns a real 404 status? How to check: Open <code>yoursite.com/this-page-does-not-exist</code> and check the status in developer tools.
☐	L05 BLOCKER	Do old URLs redirect to new ones (if this replaces an old site)? How to check: Test the top old URLs from analytics or Search Console; each should 301 to the right new page.
☐	L06	Do phone and email links work on phones (tap to call, tap to email)? How to check: Tap them on an iPhone and an Android.
☐	L07	Do external links open where you intend and use <code>rel=noopener</code> when opening a new tab? How to check: Check links to social profiles and partners.
☐	L08	Do Back, Forward and Refresh in the middle of a flow work without errors or duplicate submissions? How to check: Use them during signup, checkout and forms. Only for: Web app with accounts, Online store, App built with AI tools.

Forms and emails

☐	F01 BLOCKER	Does every form deliver its submission where it should? How to check: Submit each form with a real email and confirm it arrives in the inbox, CRM or database.
☐	F02 BLOCKER	Do form and system emails land in the inbox, not spam? How to check: Send to Gmail, Outlook and iCloud. Check SPF, DKIM and DMARC pass in Gmail's 'show original'.
☐	F03	Does every form show clear errors and keep what the user typed? How to check: Submit each form empty and with a bad email.
☐	F04	Does every form have spam protection that does not block real people? How to check: Check for a honeypot, CAPTCHA or rate limit; submit as a normal user on a phone.
☐	F05	Is there a success message or thank you page after submitting? How to check: Submit each form and look at what happens next.
☐	F06 BLOCKER	Do links in every email point to the live site (not staging, preview or localhost)? How to check: Open every system email (welcome, reset, receipt, notifications) sent from production and click each link.
☐	F07	Do the addresses you publish (contact@, support@) actually receive mail? How to check: Send a test email to each from an outside account.

Browsers

☐	D01 BLOCKER	Does the site work on iPhone Safari? How to check: Test on a real iPhone (current iOS). Safari is about half of mobile visits in the US and Canada.
☐	D02 BLOCKER	Does the site work on an Android phone in Chrome and Samsung Internet? How to check: Test on a Samsung Galaxy or similar, 360 to 384 pixels wide.
☐	D03 BLOCKER	Does the site work on desktop Chrome, Safari, Edge and Firefox? How to check: Check key pages and flows in each; Edge is about 15% of desktop in the US and Canada.
☐	D04	Does nothing scroll sideways or overlap on small phones (320 to 375 pixels wide)? How to check: Use developer tools device mode at 320 px and a real small phone.
☐	D05	Does the site work on tablets in portrait and landscape? How to check: iPad at 820 by 1180 and an Android tablet at 800 by 1280.
☐	D06	Is the layout right on common laptop sizes (1366, 1440, 1536 and 1920 pixels wide)? How to check: Resize the browser or use developer tools.
☐	D07	Does the site look right in dark mode (if the device is in dark mode)? How to check: Turn on dark mode on a phone and a computer.
☐	D08	Do pop ups, cookie banners and chat widgets stay out of the way of buttons and fields on phones? How to check: Complete the main flow on a phone with the cookie banner still showing. Only for: Web app with accounts, Online store, App built with AI tools.
☐	D09	Does the site still work with ad blockers and privacy browsers (Brave, Safari with tracking protection, Firefox strict mode)? How to check: Complete the main flow with an ad blocker on; forms and checkout must not depend on tracking scripts.

Speed

☐	S01	Do key pages pass Core Web Vitals (LCP 2.5 s or less, INP 200 ms or less, CLS 0.1 or less) on mobile? How to check: Run PageSpeed Insights on the home page and top landing pages.
☐	S02	Are images compressed and sized for the screen? How to check: Check large images in PageSpeed Insights or the Network tab; use WebP or AVIF where possible.
☐	S03	Does the site stay usable on a slow mobile connection? How to check: Throttle to Slow 4G in developer tools and use the main flow.
☐	S04	Do pages avoid layout jumps while loading (fonts, images, ads)? How to check: Reload on a phone and watch for content moving.
☐	S05	Does the page still work if a third-party script (chat, analytics, reviews, fonts) fails or loads slowly? How to check: Block each third-party domain in developer tools (Network request blocking) and reload.

SEO and sharing

☐	E01 BLOCKER	Is the site allowed to be indexed (no leftover noindex or robots.txt block from staging)? How to check: Check robots.txt and the meta robots tag on live pages. Only for: Business or marketing website, Online store, App built with AI tools.
☐	E02	Does every page have a unique title and meta description? How to check: Crawl the site with Screaming Frog (free up to 500 URLs) or check each page's source. Only for: Business or marketing website, Online store, App built with AI tools.
☐	E03	Does each page have one clear H1? How to check: Use a crawler or the browser's accessibility tree. Only for: Business or marketing website, Online store, App built with AI tools.
☐	E04	Is there an XML sitemap submitted to Google Search Console and Bing Webmaster Tools? How to check: Open /sitemap.xml and check it lists only live, indexable pages. Only for: Business or marketing website, Online store, App built with AI tools.
☐	E05	Does sharing a link show the right title, description and image (LinkedIn, Facebook, Slack, WhatsApp)? How to check: Paste key URLs into a message or a social preview checker.
☐	E06	Does every URL resolve to one version (https, www or not, trailing slash or not)? How to check: Try http://, https://, with and without www and the trailing slash; all should redirect to one. Only for: Business or marketing website, Online store, App built with AI tools.
☐	E07	Is structured data valid (Organization, products, FAQ, breadcrumbs as relevant)? How to check: Test key pages in Google's Rich Results Test. Only for: Business or marketing website, Online store.
☐	E08	Do all images have meaningful alt text (or empty alt if decorative)? How to check: Crawl for missing alt or check with an accessibility tool.
☐	E09	Does every indexable page have a correct self-referencing canonical tag? How to check: Check the canonical in the page source of key templates; it should be the page's own clean https URL. Only for: Business or marketing website, Online store, App built with AI tools.
☐	E10	If the site has several languages or countries, are hreflang tags correct and reciprocal? How to check: Check each language version links to all others and to itself. Only for: Business or marketing website, Online store.
☐	E11	Are staging and preview sites hidden from Google (password, noindex or both)? How to check: Search Google for site:your-staging-domain and check the staging robots settings.

Accessibility

☐	A01	Can you use the whole site with only the keyboard, with a visible focus outline? How to check: Tab through each page and complete the main flow.
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☐	A02	Does text have enough contrast (4.5:1 for normal text)? How to check: Use a contrast checker or the browser's accessibility panel.
☐	A03	Does every form field have a visible label that screen readers announce? How to check: Test with VoiceOver or NVDA.
☐	A04	Does the site still work at 200% zoom? How to check: Zoom to 200% in the browser and use the main flow.
☐	A05	Are buttons and links at least 24 by 24 pixels, or spaced apart, on touch screens? How to check: Check small icons, close buttons and footer links on a phone.
☐	A06	Does each page have a language set and a descriptive title? How to check: Check the html lang attribute and the browser tab title.
☐	A07	Do videos have captions and does nothing autoplay with sound? How to check: Play each video.
☐	A08	Does an automated scan show no serious issues? How to check: Run WAVE or axe DevTools on key pages. Automated tools find only part of the issues, so also do A01 to A05.
☐	A09	Is help or contact information in the same place on every page? How to check: Check header, footer and help links across page types (WCAG 3.2.6).

Security basics

☐	X01 BLOCKER	Is the whole site on HTTPS with a valid certificate and no mixed content warnings? How to check: Check the padlock on every page type; look for warnings in the console.
☐	X02 BLOCKER	Are there no secret keys in the site's code (API keys, service keys, passwords)? How to check: Search page source and JavaScript files for sk_live, sk-, service_role, secret, password.
☐	X03 BLOCKER	Are staging, admin, debug and test pages blocked from the public? How to check: Try /admin, /debug, /test, /staging, /.env and /.git on the live domain.
☐	X04	Are basic security headers set (HSTS, X-Content-Type-Options, frame protection, a content security policy where possible)? How to check: Check the response headers in developer tools or a security header scanner.
☐	X05 BLOCKER	Can one user never see or change another user's data? How to check: With two accounts, change IDs in URLs and requests from account A to account B's records. Only for: Web app with accounts, Online store, App built with AI tools.
☐	X06 BLOCKER	If you use Supabase or Firebase, are database rules locking data to its owner? How to check: Supabase: Row Level Security on for every table, policies tested. Firebase: no 'allow read, write: if true' rules. Only for: App built with AI tools, Web app with accounts.
☐	X07	Are prices, quantities, roles and limits checked on the server, not only in the browser? How to check: Try negative quantities and changing prices or roles in requests. Only for: Web app with accounts, Online store, App built with AI tools.
☐	X08	Are logins, signups, resets and AI or paid API features rate limited? How to check: Send many requests quickly and confirm they get limited. Only for: Web app with accounts, Online store, App built with AI tools.
☐	X09	Are dependencies free of known critical vulnerabilities? How to check: Run npm audit or your platform's dependency scanner and update critical packages.
☐	X10 BLOCKER	Are debug mode and detailed error pages turned off in production (no stack traces, SQL or file paths shown)? How to check: Trigger errors (bad URLs, bad form input, bad API calls) on the live site and read the responses.

☐	X11	<p>If the site has AI features, are they protected against prompt injection, data leaks and runaway costs?</p> <p>How to check: Use the AI chatbot and AI features test cases; set rate limits and provider spending caps. Only for: App built with AI tools, Web app with accounts.</p>
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Accounts and data

☐	U01 BLOCKER	<p>Do signup, login, logout and password reset work end to end, including the emails?</p> <p>How to check: Use the login, signup and forgot password test cases with a fresh account. Only for: Web app with accounts, Online store, App built with AI tools.</p>
☐	U02	<p>Has the app been tested with a fresh, non-admin account, not just the builder's own account?</p> <p>How to check: Create a new normal user and use every main feature. Only for: Web app with accounts, Online store, App built with AI tools.</p>
☐	U03 BLOCKER	<p>Can users delete their account (required for iOS and Android apps with accounts)?</p> <p>How to check: Find and complete account deletion in settings. Only for: Web app with accounts, Online store, App built with AI tools.</p>
☐	U04	<p>Are backups running and has a restore been tried once?</p> <p>How to check: Check your database provider's backup settings and do a test restore. Only for: Web app with accounts, Online store, App built with AI tools.</p>

Store and payments

☐	P01 BLOCKER	<p>Does a full test order work end to end, including confirmation email and the order in your admin?</p> <p>How to check: Use the payment provider's test mode and test cards. Only for: Online store.</p>
☐	P02 BLOCKER	<p>Do declined payments never create orders, and does double clicking Pay charge only once?</p> <p>How to check: Use the decline test card and double click Pay in test mode. Only for: Online store, App built with AI tools.</p>
☐	P03 BLOCKER	<p>Are taxes and shipping correct for your main regions (for example US states and Canadian provinces)?</p> <p>How to check: Check out with addresses in each main region. Only for: Online store.</p>
☐	P04 BLOCKER	<p>Is the payment provider switched from test mode to live mode, with live keys only?</p> <p>How to check: Make one small real purchase and refund it. Only for: Online store.</p>
☐	P05	<p>Do coupon codes follow their rules (expiry, minimum spend, one per customer, no stacking)?</p> <p>How to check: Use the coupon test cases in the cart and checkout section. Only for: Online store.</p>
☐	P06	<p>Are refund, return and shipping policies published and linked from checkout?</p> <p>How to check: Click each policy link from the checkout page. Only for: Online store.</p>

Analytics and tracking

☐	T01	<p>Is analytics installed once (not twice) on every page?</p> <p>How to check: Use Tag Assistant or the analytics debug view.</p>
☐	T02	<p>Are key conversions tracked once each (form submit, signup, purchase)?</p> <p>How to check: Complete each conversion in debug mode and check one event fires.</p>
☐	T03	<p>Do tags respect cookie consent where required?</p> <p>How to check: Decline cookies and confirm analytics and ad tags do not fire (or use consent mode).</p>
☐	T04	<p>Is Google Search Console (and Bing Webmaster Tools) verified for the live domain?</p> <p>How to check: Check ownership in each tool.</p>

Legal and privacy

☐	G01 BLOCKER	Is there a privacy policy that matches what you actually collect and use? How to check: Compare the policy with your forms, analytics, cookies and third-party tools.
☐	G02	Are terms of service published and accepted where needed? How to check: Check signup and checkout. Only for: Web app with accounts, Online store, App built with AI tools.
☐	G03	Is there a cookie banner or notice if you use non-essential cookies for visitors where it is required (for example the EU or Quebec)? How to check: Visit in a private window and check what loads before consent.
☐	G04	Do marketing emails and forms follow CAN-SPAM (US) and CASL (Canada): opt-in, unsubscribe link, physical address? How to check: Check signup forms and a sample marketing email.

Launch day and after

☐	N01 BLOCKER	Is the domain connected, with www and non-www both working and redirecting to one version? How to check: Visit both versions on mobile data (not your office wifi).
☐	N02	Is uptime monitoring and error logging set up, with alerts to a real person? How to check: Use an uptime monitor and an error tracker; trigger a test alert.
☐	N03	Has someone who did not build the site tried to use it and break it? How to check: Give a fresh tester the main tasks without help and watch where they struggle.
☐	N04	Is there a rollback plan if launch goes wrong? How to check: Know how to restore the previous version and the database in minutes.
☐	N05	Have you re-tested the main flows on the live domain after launch? How to check: Repeat the blocker checks on production within an hour of going live.
☐	N06	Are usage limits and billing alerts set on paid services (AI APIs, database, email, SMS)? How to check: Set spending caps and alerts in each provider dashboard. Only for: App built with AI tools.
☐	N07	Is there a short list of what to watch in the first 48 hours (errors, signups, orders, emails, support inbox) and who watches it? How to check: Write it down and assign names before launch.