The Content Editor's
Essential Proofing Checklist

When preparing a full website for launch or checking a new page before it goes live, follow our essential checklist to ensure nothing is missed:

Text

- ☐ Consistent layout across all pages
- ☐ Spell check has been used
- ☐ Formatting is correct and consistent
- ☐ All content is unique (no duplication)
- ☐ Second proof for readability

Forms and Downloads

- ☐ Appearing correctly
- ☐ Working properly
- ☐ Correct email is set up in all forms
- ☐ Email address receives form
- ☐ Files download correctly
- ☐ Download size and type of files is displayed
- ☐ Website contact form/page is set up

Images

- ☐ Brand logo is clear
- ☐ Favicon is present in browser tab
- ☐ Images are appearing and are clear/crisp
- ☐ File sizes have been optimised
- ☐ Images contain a relevant Alt Tag
- ☐ Images have been named appropriately
- ☐ Each page loads in good time (~3 seconds)

Navigation and Links

- ☐ Navigation is displaying correctly
- ☐ Navigation is linking properly
- ☐ Destination links are active and working
- ☐ Internal links open in the same tab
- ☐ External links open in a new tab
- ☐ Access points are used within larger bodies of text (hyperlinks)

Sitemap and Legal Pages

- ☐ Sitemap is available
- ☐ Legal pages are set up:
  - ☐ Cookie Policy
  - ☐ Terms of Use
  - ☐ Privacy Policy
- ☐ Copyright is displayed and is up-to-date

Error Page

- ☐ Set up and displaying correctly
- ☐ Contains a link back to the Homepage
- ☐ Displays relevant error information

Mobile

- ☐ Site loads in mobile view
- ☐ Pages are responsive
- ☐ Navigation is functional and accessible
- ☐ Images appear correctly and clearly
- ☐ Content is displaying as it should be
- ☐ Text is formatted correctly
- ☐ Optimal loading times (~5 seconds)

Metadata and SEO

- ☐ Suitable titles, meta tags and descriptions are used
- ☐ Most relevant keyword(s) chosen
- ☐ Blog titles optimised for Search Engines
- ☐ Analytics tool is set up
- ☐ Sitemap registered with Google Webmaster
- ☐ Familiar points of reference are present:
  - ☐ Home
  - ☐ About Us
  - ☐ Contact Us