Webflow Website Pre‑Launch QA Checklist

Below are the key checks to perform before launching a Webflow site. Each line begins with an unchecked box for easy tracking. You may duplicate this document for your various projects.

**General Design & Content Checks**

* Check visual consistency across all pages (fonts, colors, spacing).
* Ensure hover and active state feedback works for all interactive elements. The hover state should be applied to all links, buttons, and clickable cards.
* Replace placeholder content with final, correct content and proofread for errors.
* Verify images and logos are clear(not blurry), high quality, and have appropriate alt text.
* Implement the style guide consistently (colors, typography, spacing, UI elements).
* Ensure Webflow form success state and error state are properly styled as per the overall website look and feel.

**Navigation & Links**

* Test all internal links to ensure they lead to the correct pages or sections.
* Ensure anchor links (jump to section) work smoothly and are offset correctly for sticky nav.
* Test all external links and verify they open in a new tab.
* Check navigation menus work well (including dropdown or mega menus) on all devices.
* Test call‑to‑action buttons to ensure they direct to the correct destinations.
* Verify footer and contact links (privacy policy, terms of service, email, social media) work properly.
* Email, Phone text should be linked and have appropriate data added.
* Check for broken links with an automated tool (e.g., Screaming Frog or Ahrefs).

**Responsive Design & Browser Compatibility**

* Test the site at all breakpoints (desktop, tablet, mobile) to ensure content adapts correctly.
* Perform real device testing to verify that there are no device‑specific issues and that tap targets are large enough.
* Check that the site works across major browsers (Chrome, Safari, Firefox, Edge).
* Ensure no important content is hidden at specific breakpoints, and images and videos scale properly. (e.g., images accidentally set to 100% height can distort on mobile).

**Forms & Interactive Elements**

* Check that all form input elements are properly named and configured.
* Test all forms to ensure submissions are sent to the correct recipient or CRM and that confirmation messages display properly.
* Verify form validation and error messages are clear, helpful, and accessible.
* Test interactive components like sliders, modals, tabs, accordions, and carousels on all devices.
* Check that custom code and embeds (e.g., third‑party widgets) load and function correctly.
* Test the custom 404 page and site search functionality( only do if it’s applicable).
* Test third‑party integrations (newsletters, payment gateways, etc.) to confirm they work.
* Remove any unused interactions and custom code to avoid bloat.

**SEO Optimization**

* Ensure every page has a unique and descriptive meta title and description.
* Set Open Graph meta tags (title, description, image) for social sharing. Check whether OG is correctly rendered on a particular social media.
* Use proper heading structure (one H1 per page; logical hierarchy).
* Provide descriptive alt text for all images unless the images are for decoration purposes.
* Manage SEO settings: disable indexing on staging, enable indexing on production when ready to launch.
* Use clean, descriptive URLs; set up 301 redirects for any changed URLs.
* Check canonical tags to avoid duplicate content issues.

**Performance Optimization**

* Optimize images (compress them, serve appropriate sizes; use modern formats like WebP/AVIF).
* Enable lazy loading for off‑screen images and videos.
* Turn on minification for HTML, CSS, and JavaScript; remove unused classes and scripts.
* Limit the number of webfonts and third‑party scripts to reduce load times.
* Test page speed using tools like Google Lighthouse and address any performance issues.
* Compress background videos and Lottie animations; ensure they don’t cause jank.

**Accessibility (WCAG) Compliance**

* Check color contrast to meet at least WCAG 2.1 AA guidelines. ( Use Webflow indications )
* Test keyboard navigation and ensure focus indicators are visible and logical.
* Add appropriate ARIA labels and roles where necessary.
* Use semantic HTML with proper heading order and provide skip links.
* Provide alt text for images and icons; use descriptive link text.
* Ensure forms have accessible labels and error messages.
* Provide captions or transcripts for multimedia content.
* Run automated accessibility tests (Wave, Axe) and perform manual screen reader testing.

**Privacy & GDPR Compliance**

* Implement a cookie consent banner that blocks non‑essential scripts until consent is given.
* Include a clear privacy policy accessible from the footer or cookie banner.
* Include an unchecked opt‑in checkbox for marketing communications on forms.
* Ensure the site uses SSL/HTTPS and that data is securely transmitted.
* Audit third‑party integrations to ensure compliance (e.g., anonymize IP addresses).
* Implement any necessary legal consents (age verification, terms of service agreements).
* Provide cookie and privacy notices in appropriate languages.
* Google fonts should be loaded in the Webflow site settings.

**Analytics & Tracking Configuration**

* Set up analytics tools (Google Analytics 4, Google Tag Manager) and verify data is being tracked correctly.
* Set up conversion tracking for key actions like form submissions and purchases.
* Install heatmaps or session recording tools to gather user behaviour data.
* Verify that Google Search Console and Bing Webmaster Tools are connected and the sitemap is submitted.
* Test and enable other integrations (e.g., CRM, marketing automation) with live credentials.
* Ensure analytics scripts integrate with the cookie consent tool and do not fire before consent.

**Final Launch Preparation**

* Do a final run‑through on the Webflow staging URL; share with the client for review.
* Connect the custom domain and verify DNS records; set the default domain and enable 301 redirects from the alternate domain.
* Enable SSL/HTTPS and remove any temporary password protection.
* Upload a custom favicon and Web Clip; set a default social share image.
* Set the correct language code and verify the time zone in Project Settings.
* Remove Webflow branding (the “Made in Webflow” badge and branding on default forms).
* Create a backup or duplicate the project as a restore point before launch.
* After launch, test the live site by submitting forms, checking analytics, and ensuring assets load from the CDN.