

Your ultimate web testing checklist for a successful web launch

Every online launch is stressful.

Why? Because every small detail needs to be examined, tested and analysed with a fine-tooth comb. Every detail counts. Whether you're launching a new app or upgrading your website, you need a solid web testing strategy to make sure your customers love your new offering.

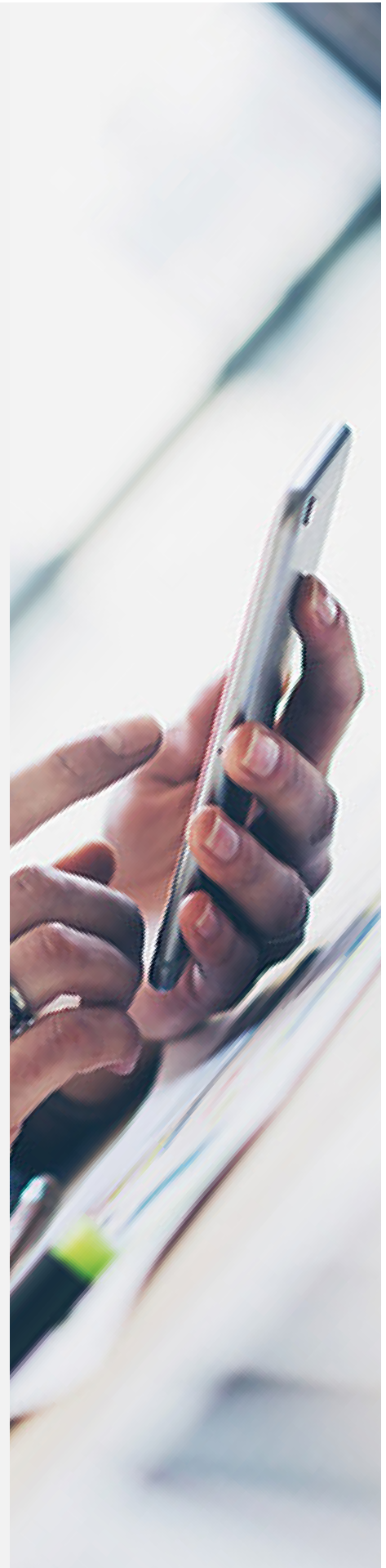
It doesn't stop there. Your web testing strategy needs to continue long after your launch date. You must continue to test your site for functional issues and alter your site or app based on the information gathered from your analytics platform and your customer feedback to fully protect your business in the short and long term.

Because without continuous, robust web testing over every platform and every device your customers use, you will lose business. Good web testing takes time. So, how can you balance both your time and your budget to give your customers the very best online experience?

First, you need to test every part of your website or mobile application from a functionality and usability perspective. Next, you need to make sure your site is secure, yet accessible. Then, you need to make sure all these tests are conducted on every device and system your customers use.

In short, web testing is a minefield. And without it, your next launch is more likely to fail and your bottom line could fall. So, here's the ultimate web testing checklist, broken down into different test scenarios, for a successful online launch.

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FUNCTIONAL TESTING

Functional testing ensures your website or app just works. But your online offering needs to “just work” across every device, browser, platform and operating system that your customers use and for every single part of every single page, including:

Forms

- ✓ **Do your forms flow?** From start to end, you must make sure each form is the right length, contains the right information and make sure you send an automated response to the reader.
- ✓ **Do your forms work?** Check for errors, enable validation (so, for example, only valid email addresses can be entered) and ensure notifications are sent to the right people.

Live URLs

- ✓ **Test every single link.** Make sure it goes to the correct destination. This is important to both ensure your customers do not get frustrated with broken links and your site does not get penalised by the search engines for incorrect URLs.
- ✓ **Put redirects in place.** This is particularly important if your URL structure is changing significantly to prevent broken links.
- ✓ **Set up a custom 404 error page.** This will encourage your customers to stay on your site because they will have more navigation opportunities, rather than stray to a competitor site meaning you lose out on conversions.

Site Speed

- ✓ **Reduce your file sizes.** Look at every page, the files and information it contains and reduce its size.

- ✓ **Look at your initial page load.** This often takes longer as all your images, CSS and JS files must be sent from the server to the browser. Try and minimise page load where you can.
- ✓ **Look at your returning visitor page speed.** Try to cache as much information as possible to increase page speed.
- ✓ **Don't forget mobile devices.** Make sure your site works as quickly as possible on every device your customers use for optimal user experience.

Compatibility

- ✓ **Test on every new device and every new operating system.** But as new devices and operating systems continually launch - how can you keep ahead of the curve? Our Always On service is one possibility.
- ✓ **Test on every existing device and OS.** You'll be surprised what some of your customers use - but that's no excuse. Check out a more efficient way to test across browsers here.

Images

- ✓ **Does every image work on every device and browser?** Make sure you use the right format, file type and size for every image on your site. You could try an image optimising program like Imageoptim to compress your images. Don't forget to include the alt text in case your image doesn't render.





STRESS TESTING

You will, obviously, want as many users to access your site - but how can you ensure it won't crash from any surge in traffic?

- ✓ **Simulate the HTTP requests generated by a high volume of simultaneous users.** You can test your web server performance under normal and excessive loads with a tool such as Load Impact, for example.

USABILITY TESTING

Your user experience will make or break your website or app. Every user and every business is different, so your usability will be unique to your online offering.

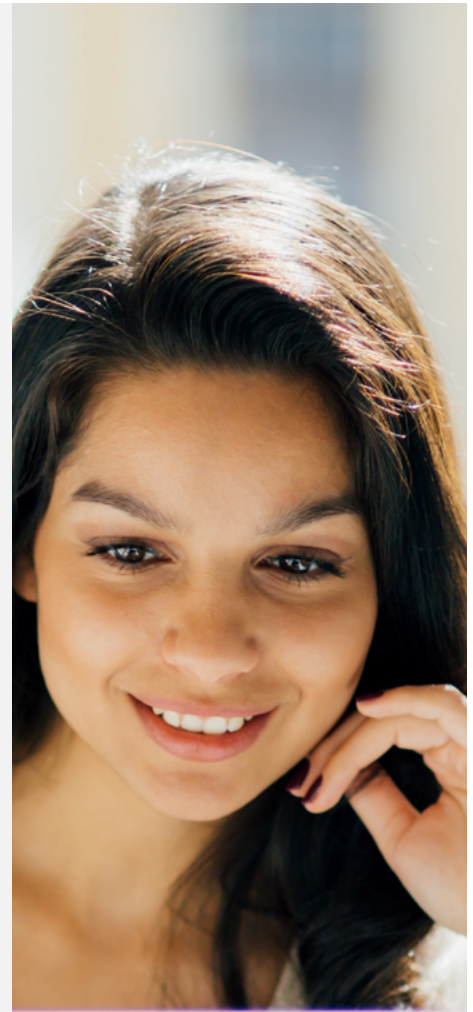
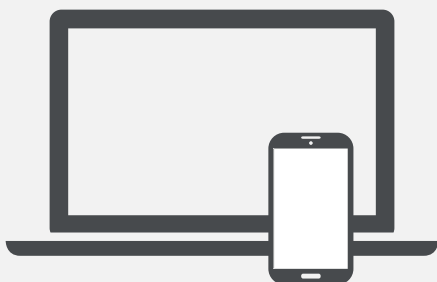
If you are looking for

WIDESPREAD ADOPTION

for your website or mobile application then you need to ensure a seamless user experience

regardless of the device or OS. Here are the two main areas to test:

- ✓ **Test your navigation.** Make sure every single user journey works and it is easy to navigate.
- ✓ **Test your search functionality.** You must give your users accurate results and provide relevant pages if, for example, a search gives zero results and it is easy to navigate.





SECURITY TESTING

All your customer information must be kept secure not only to meet today's stringent compliance regulations, but also to maintain and build trust with your customer base.

Users expect their data to be safe and no one wants to buy from a website that's suffered a serious data breach. But cyber security is a complex problem and one that changes on a day-to-day basis. So, you need to think about the following factors:

- ✓ **Confidentiality.** Does your website or mobile app keep customer data private?
- ✓ **Integrity.** Can the data from your mobile site be trusted and verified?
- ✓ **Authentication.** Does your mobile site verify that users are who they say they are?
- ✓ **Authorisation.** Does your application or website properly limit user privileges?
- ✓ **Availability.** Can an attacker take your app or website offline?

LOCALISATION TESTING

Internationalisation has torn down barriers to foreign markets. But there are challenges to adapting your website and apps to native standards, including:

- ✓ **How accurate is your website's translation?** And are there any errors due to orthography, formatting, special characters, etc?
- ✓ **Is your site's performance seamless** – even in remote, foreign locations?
- ✓ **Local dialects** – does your terminology need to change in different markets and local areas?
- ✓ **Payment systems** – can every area you're targeting complete a transaction?
- ✓ **Delivery addresses** – and does your website or app accept every address format you need?



ACCESSIBILITY TESTING

An estimated 7-21% of adults identify themselves as requiring additional accessibility features from websites and mobile applications.

Again, there are a huge range of factors to consider, including people who can't see or hear well to those who find using a keyboard or mouse difficult. There are automated testing tools (such as WAVE and Tenon) to test your website's accessibility - but these only detect up to 30% of these issues.

The Web Content Accessibility Guidelines 2.0 address the needs of this demographic and can

help you ensure every customer can convert or buy from your business. It's important from a business point of view - when

Tesco made their home grocery services accessible to blind customers, for example, this returned an extra

£13m revenue

per year.

You need to think about

- ✓ **Audio Alerts**
- ✓ **Audio and Visual Controls**
- ✓ **The ease of use of your menus and site navigation**
- ✓ **Colour-coding** to convey information
- ✓ **Your Fonts** - and the ability to override default fonts for printing and text displays.
- ✓ **Can the user adjust or disable flashing, rotating or moving displays?**



WEB TESTING: THE SOLUTION

As you can see, web testing is not a simple process. It will take your business hundreds of working hours to make sure your new website or app will survive in today's increasingly complex digital landscape. No matter how well you plan your web testing strategy there will always be a limited amount of time and resource to make sure you test as thoroughly as you really should.

Yet, your site must work or your customers will go elsewhere. That's why you need to investigate the best web testing solution for your business. You could expand your in-house team, or hire in freelance independent web testers. But this will take an unfeasible amount of time and money for most businesses.

Another option is to outsource your web testing to a dedicated, specialist testing company. This frees

your developers to work on your site or app - and means your site is tested by experts in the field in the fastest time possible. These expert companies can not only test across multiple devices and platforms - they will understand the nuances of your business to make sure you get the most robust tests tailored to your needs and your customers' requirements.

The time and money balance is achieved as such companies have the manpower to complete even the most complex tests in a matter of days. And there's no need to hire in extra resources in the long term.

The result? You can launch on time and within budget - giving you peace of mind.

To find out more about how to revolutionise your web testing strategy, [click here](#).



Launch on time and in budget



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