QueenSpark – website development second stage

TESTING

Platform testing
Testing the website when completed on all current and best known devices checking the responsiveness.

Browser test
For Chrome, Firefox, Safari and IE.

W3C compliance
Run tests and make amendments suggested by test results

Form tests
Ensure that content sent from contact form is displayed correctly in emails. Check the 'thank you' message displays and error messages when incorrect information is inputted.

DESIGN

Retina ready graphics
Currently the images used on the test site are not really up to the quality needed for retina ready screens, we put these in just to use as holding spaces so that you could all get a better idea of what we are trying to achieve. Resize and improve them with photoshop (if possible) - sourcing better images and adding new ones when needed as we work through the site. The time-line is an example of work needed on images.

Blog
Blog pages content needs sorting as there is no actual blog on the current site, this could be where you put your articles.

Mailchimp signup and template
A template for Mailchimp newsletters and restyle to match new site and also setting up a simple sign up area for email on the website.

Finessing
The overall site needs to be finessed with layout and page styling - these are subtle things but will make sure there is a uniformity of style, with the test site we were concentrating on the function and setting up the theme.

Favicon
Design and embed favicon

FUNCTIONALITY

Share buttons
Finalise the share buttons so that users can email, print or share on social media page content

Loading time
We will assess the speed of the site and may need to install a caching plugin

Images / alt text
Ensure that all images before launch have appropriate alt tags for accessibility

301 redirects
Add code to the .htaccess file so that all old URLs, such as http://www.queensparkbooks.org.uk/book/14.html are mapped to the equivalent pages on the new site. This is essential to not lose all previously acquired SEO ranking when the new site launches.

Statistics
Set up Google Analytics, include code on the website and include GA in training

Accessibility info / site map
Creating the accessibility info and also site map area when site is finished.

SEO
Meta data check and optimising the content copy. Install SEO plug-in

Database backup
Install WP backup plugin and configure it to make regular backups of the site (this isn't related to the QS Archive database btw)

Security
Install and configure WordFence – a plugin that adds extra protection from hacking attempts.

Cookie consent form
To be discussed: Add to cookie consent form to ensure compliance with EU Cookie Law - https://www.cookielaw.org/the-cookie-law/

TRAINING AND DOCUMENTATION

Training up who ever is to do the scanning and photo resize, plus data entry on the book template pages.

EXTRA SITE FEATURES

Add 'in print' / 'out of print' filter to books pages

Possible search solutions for the Books.

'more info' feature added to books pages to include extra authoring info

PDFs of press cuttings - to be discussed

RSS feature

Facebook feed integration

SECOND STAGE FEEDBACK

After the above amendments are implemented there are likely to be additional requests from QS to configure the site to make maintenance more efficient and to accommodate feedback from users.

SITE TRANSFER AND LAUNCH

Liaising with server admins to ensure that it has the right requirements for WordPress (ie. MySQL/PHP) and has the right memory limits and PHP timeout limit set to handle the WP theme.

Migration of WP database and amendment of pathnames

Transfer of files to QS server

Archiving of old site on the server.

COSTING

Testing: 1 day

Design: 2 days

Functionality: 3 days

Training / Documentation: 1 day

Extra features: 2 days

Site transfer / launch: 1 day

10 days @ £250 per day: £2500

TIMESCALE

Second stage development from start to completion: 4 – 6 weeks estimate