

Accessibility

qa-a11y-01 - Keyboard tab order is logical

Procedure:

Tool: Keyboard only

Pass criteria: No unexpected jumps; all interactive targets reachable in a predictable sequence.

Owner: Any

qa-a11y-02 - Visible focus on every focusable control

Procedure:

Tool: Browser devtools (Styles)

Pass criteria: Focus never invisible on primary flows (nav, hero CTA, forms).

Owner: Engineering

qa-a11y-03 - Skip to main content (or equivalent first-stop)

Procedure:

Tool: Keyboard

Pass criteria: Users can reach primary content without tabbing through full nav on every page type.

Owner: Engineering

qa-a11y-04 - Modals and menus trap focus correctly; ESC closes

Procedure:

Tool: Keyboard

Pass criteria: Focus restored to trigger on close; no orphaned focus or invisible traps.

Owner: Engineering

qa-a11y-05 - Form inputs have accessible names

Procedure:

Tool: axe DevTools / Accessibility tree

Pass criteria: Screen reader name for each field matches visible intent.

Owner: Engineering

qa-a11y-06 - Validation errors are perceivable and tied to fields

Procedure:

Tool: Screen reader (spot) or VoiceOver/NVDA

Pass criteria: Users can identify which field failed and how to fix it.

Owner: Engineering

qa-a11y-07 - Informative images have descriptive alt; decorative use empty alt

Procedure:

Tool: DevTools / CMS media library

Pass criteria: No missing alt on meaningful images; no keyword-stuffed nonsense alt.

Owner: Marketing

qa-a11y-08 - Heading hierarchy supports the outline

Procedure:

Tool: HeadingsMap extension or outline view

Pass criteria: Outline reflects page sections sensibly on key templates.

Owner: Marketing

Accessibility

qa-a11y-09 - Landmarks orient screen-reader users

Procedure:

Tool: Accessibility tree

Pass criteria: Rotor/landmark navigation lists coherent regions.

Owner: Engineering

qa-a11y-10 - Contrast and touch targets on primary flows

Procedure:

Tool: WebAIM Contrast Checker; device toolbar

Pass criteria: No AA failures on critical text/UI; tap targets not cramped on key CTAs.

Owner: Any

Performance

qa-perf-01 - LCP element is not counter-productively lazy-loaded

Procedure:

Tool: Lighthouse Performance; Performance panel

Pass criteria: LCP media loads in priority appropriate to its role.

Owner: Engineering

qa-perf-02 - Layout stability on first paint

Procedure:

Tool: Lighthouse (CLS); slow 3G throttle optional

Pass criteria: No distracting layout shift on hero and primary content.

Owner: Engineering

qa-perf-03 - Primary interactions feel responsive

Procedure:

Tool: Performance > quick manual INP spot

Pass criteria: No obvious multi-second blocking on typical hardware.

Owner: Any

qa-perf-04 - Images are right-sized and compressed

Procedure:

Tool: DevTools Network

Pass criteria: No multi-megabyte hero assets without justification.

Owner: Engineering

qa-perf-05 - Web fonts do not hide text during load

Procedure:

Tool: Network throttling

Pass criteria: No prolonged invisible text on critical copy.

Owner: Engineering

Performance

qa-perf-06 - Third-party scripts are lean and deferred where possible

Procedure:

Tool: Network waterfall; tag manager preview

Pass criteria: No unnecessary render-blocking third parties on first view.

Owner: Engineering

qa-perf-07 - Mobile Lighthouse (or PageSpeed) snapshot recorded

Procedure:

Tool: Chrome Lighthouse / PageSpeed Insights

Pass criteria: Critical performance regressions triaged or accepted in writing.

Owner: Engineering

SEO (technical)

qa-seo-01 - Production is indexable

Procedure:

Tool: curl -I; meta robots

Pass criteria: Indexable pages allow indexing; staging remains non-indexed if separate.

Owner: Engineering

qa-seo-02 - robots.txt is valid and intentional

Procedure:

Tool: Browser; Search Console (later)

Pass criteria: No accidental block of entire site or key sections.

Owner: Engineering

qa-seo-03 - Canonical URLs resolve duplicate templates

Procedure:

Tool: DevTools Elements

Pass criteria: Canonical points to preferred URL on templated duplicates.

Owner: Engineering

qa-seo-04 - XML sitemap lists indexable URLs

Procedure:

Tool: Browser; script/crawler optional

Pass criteria: No mass 404s or noindex URLs in sitemap.

Owner: Engineering

qa-seo-05 - HTTPS everywhere; mixed content absent on key pages

Procedure:

Tool: Browser console

Pass criteria: All active content HTTPS on sampled pages.

Owner: Engineering

SEO (technical)

qa-seo-06 - Redirect matrix (www / apex / trailing slash)

Procedure:

Tool: Browser; redirect mapper optional

Pass criteria: Single preferred URL pattern; no redirect chains for common entry URLs.

Owner: Engineering

qa-seo-07 - Title tags and meta descriptions on key pages

Procedure:

Tool: CMS or head component audit

Pass criteria:

Owner: Marketing

qa-seo-08 - Open Graph / Twitter cards on share-critical templates

Procedure:

Tool: Facebook Sharing Debugger / Twitter Card Validator

Pass criteria: Preview renders correctly; images meet minimum size guidance.

Owner: Marketing

qa-seo-09 - Structured data validates where used

Procedure:

Tool: Google Rich Results Test

Pass criteria: No critical errors for implemented types.

Owner: Engineering

Content QA

qa-content-01 - Legal links in footer resolve

Procedure:

Tool: Manual click-through

Pass criteria: All legal pages load with current year/entity where applicable.

Owner: Marketing

qa-content-02 - Contact details are consistent sitewide

Procedure:

Tool: Visual scan

Pass criteria: No conflicting numbers or outdated addresses.

Owner: Marketing

qa-content-03 - tel: and mailto: links are well-formed

Procedure:

Tool: Devices

Pass criteria: Dialer/mail client opens with intended destination.

Owner: Any

Content QA

qa-content-04 - Internal links on primary paths are not broken

Procedure:

Tool: Site crawler or Check My Links

Pass criteria: No 404s on primary navigation paths.

Owner: Marketing

qa-content-05 - Favicon and Apple touch icon present

Procedure:

Tool: DevTools Elements

Pass criteria: Icons display crisply; no default globe icon on major browsers.

Owner: Engineering

qa-content-06 - Copy QA on hero, forms, and legal snippets

Procedure:

Tool: Second reader optional

Pass criteria: No typos or inconsistent product naming on critical UI.

Owner: Marketing

qa-content-07 - No placeholder or staging copy in production

Procedure:

Tool: CMS search; view-source grep

Pass criteria: Production pages contain final client-facing content.

Owner: Marketing

qa-content-08 - Copyright, trademark, and brand marks accurate

Procedure:

Tool: Legal/comms checklist

Pass criteria: Footer and partner sections match signed permissions.

Owner: Marketing

Analytics & consent

qa-analytics-01 - Analytics tag fires in production build (not only dev)

Procedure:

Tool: Network tab; GA/PostHog debug

Pass criteria: Page views or equivalent events appear in vendor debug view.

Owner: Engineering

qa-analytics-02 - Conversion or key events smoke-tested

Procedure:

Tool: Tag assistant / vendor debugger

Pass criteria: Events named and attributed as spec'd.

Owner: Ops

Analytics & consent

qa-analytics-03 - Cookie / consent banner matches policy

Procedure:

Tool: Policy doc

Pass criteria: Categories and toggles align with legal wording.

Owner: Marketing

qa-analytics-04 - Rejecting non-essential cookies blocks marketing scripts

Procedure:

Tool: Network after consent change

Pass criteria: No non-essential third-party load until consent granted (per design).

Owner: Engineering

qa-analytics-05 - Avoid sensitive PII in analytics payloads

Procedure:

Tool: Network payload review

Pass criteria: Payloads follow redaction/hashing policy.

Owner: Engineering

CRM & integrations

qa-crm-01 - Form submission creates expected CRM record

Procedure:

Tool: CRM UI

Pass criteria: Record visible with correct lifecycle stage.

Owner: Ops

qa-crm-02 - Field mapping (source, medium, campaign, UTMs) verified

Procedure:

Tool: CRM field inspector

Pass criteria: Attribution fields match spec; no dropped query params.

Owner: Ops

qa-crm-03 - Routing rules assign the right owner or queue

Procedure:

Tool: CRM workflow logs

Pass criteria: Test leads reach intended queue/owner.

Owner: Ops

qa-crm-04 - Notification emails or Slack alerts received

Procedure:

Tool: Inbox / Slack

Pass criteria: Stakeholders receive actionable notifications.

Owner: Ops

CRM & integrations

qa-crm-05 - Booking or calendar embed works; timezone sensible

Procedure:

Tool: Calendly / HubSpot / etc.

Pass criteria: Bookings sync; cancel/reschedule links work.

Owner: Ops

Security & hygiene

qa-sec-01 - TLS certificate valid; HTTPS enforced

Procedure:

Tool: Browser; SSL Labs optional

Pass criteria: No certificate warnings on main hostnames.

Owner: Engineering

qa-sec-02 - No obvious secrets in client bundles or public repos

Procedure:

Tool: Source grep; bundle analyzer optional

Pass criteria: No private keys or admin tokens in client artifacts.

Owner: Engineering

qa-sec-03 - Spam controls match policy (honeypot, rate limit, CAPTCHA)

Procedure:

Tool: Form logs

Pass criteria: Abuse mitigations active without blocking legitimate users in spot tests.

Owner: Engineering