

Website launch QA checklist for remittance sites

Tracking, redirects, compliance pages, accessibility and performance, run before a remittance site goes live rather than discovered after it.

Use this when	Time to run	Length	Category
Before any launch, relaunch or migration	Full day	8 pages	Tech

A remittance site launch has more that can silently break than a typical corporate site: rate modules, KYC handoffs, tracking through to transfer, compliance pages, and redirects from corridor URLs that already rank.

Run the whole thing. A day is the right budget. Sections 2 and 3 are the ones that cost the most if skipped.

Compliance page content, regulatory disclosures and cookie categorisation should be reviewed by a qualified adviser before launch. This checklist confirms they exist and function, not that they are legally sufficient.

1 • Content and structure

- ☐ Exactly one H1 per page, sitewide
- ☐ No skipped heading levels
- ☐ Every page has a unique meta title under 60 characters
- ☐ Every page has a unique meta description under 158 characters
- ☐ No placeholder text anywhere
 - Search the build for lorem, TODO, xxx and PLACEHOLDER
- ☐ All images have descriptive alt text
- ☐ 404 page exists and routes usefully
- ☐ Search function works and has a written empty state

2 • Redirects and migration

The most expensive thing to get wrong.

- ☐ Full URL inventory of the old site exported before launch
- ☐ Every old URL mapped to a new one, or deliberately retired
- ☐ 301 redirects, not 302
- ☐ No redirect chains longer than one hop
- ☐ Corridor page URLs preserved or redirected individually
 - These carry the most equity on a remittance site
- ☐ Redirect map tested at scale, not sampled
- ☐ Old sitemap kept accessible for a period after launch
- ☐ Search Console change of address submitted if the domain changed

Corridor pages are usually the highest-ranking URLs on a remittance site. Redirecting them all to a category page rather than one to one is the most common way a relaunch loses a quarter of its organic traffic.

3 • Tracking

If this is wrong, nothing after launch is measurable.

- ☐ Analytics firing on every template, not only the homepage
- ☐ Full event set from CL.09 implemented and tested
- ☐ Conversion events firing through to transfer_completed
- ☐ Tag manager container published, not left in preview
- ☐ Ad platform pixels and server-side APIs live and deduplicated
- ☐ Consent mode configured and tested in each market
- ☐ Cross-domain tracking if signup or KYC sits elsewhere
- ☐ Debug view confirmed clean before launch, not after

4 · Compliance and legal pages

- ☐ Privacy policy live, current and reachable from every page
- ☐ Terms of service live
- ☐ Cookie policy live with an accurate cookie table
- ☐ Cookie consent banner functional and respecting rejection
- ☐ Regulatory status and entity details visible, not buried
- ☐ Complaints route published
- ☐ Every rate, fee and speed claim substantiated on the page it appears
- ☐ No claim implying guaranteed outcome, saving or delivery time

5 · Forms and conversion paths

- ☐ Every form submits and delivers to the correct destination
- ☐ All six states present: default, focus, error, loading, success, disabled
- ☐ Validation on blur, never only on submit
- ☐ Entered data never cleared on error
- ☐ Success state confirms, sets an expectation and offers a next action
- ☐ Mobile keyboard-aware: active field and submit stay visible
- ☐ Spam protection active without blocking legitimate submissions
- ☐ Quote and rate modules functional on every corridor page

6 · Performance

- ☐ Largest Contentful Paint under 2.5 seconds on mobile
- ☐ Cumulative Layout Shift under 0.1
Rate modules are the usual culprit
- ☐ Images served as WebP with explicit dimensions
- ☐ Fonts self-hosted with font-display swap
- ☐ Below-fold content lazy-loaded
- ☐ Tested on a mid-tier Android handset, not only on a laptop
A large share of senders are on exactly that device

7 · Accessibility

- ☐ Contrast passes 4.5:1 on all text, checked on accent colours specifically
- ☐ Every interactive element reachable by keyboard with a visible focus ring
- ☐ Tab order follows visual order
- ☐ Forms use real labels, not placeholder-only
- ☐ Modals and sheets trap focus and return it on close
- ☐ Touch targets 44px minimum
- ☐ prefers-reduced-motion respected

8 · Final pre-launch

- ☐ Staging noindex removed
The single most common launch failure
- ☐ robots.txt correct on production
- ☐ XML sitemap generated, submitted and matching the live URL set
- ☐ SSL valid across all subdomains
- ☐ Rendered on Safari, Chrome, Firefox and Edge
- ☐ Rollback plan documented and tested
- ☐ Post-launch monitoring scheduled for 24, 72 hours and 7 days

Check the staging noindex tag twice. It is removed from the template, not from the environment variable, more often than any other launch defect.

Want us to run this for you?

A fixed-fee growth audit covers acquisition, KYC completion, retention and tracking across your corridors. Two weeks, a written roadmap, and you keep it whether or not we work together.

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