

Marketing Development Board - QA Notes

1. Understand the Request

When working with the marketing team, it's important that you fully understand the task which was assigned.

In the past, I've always approached it with the mindset that I need to know what they want to achieve and how I can achieve that, more than they would know. That means:

- Understanding the task from an **SEO & CRO** perspective
- Thinking about the **user experience**
- Ensuring the **functionality** is right
- Applying a solution that works within the limitations of the website's **CMS and builder**

This becomes easier with time. If you feel not enough information was provided, **don't hesitate to reach out** to the person who assigned the task.

2. How to Save & Share Progress

Usually, all new dev work should be saved as **draft/staging** and approved by the Assigner before it goes live.

- If the page is saved as draft, make sure you:
 - Share the **draft link**
 - Notify the team that they will need to **log in** to see the page

Exceptions to Draft Mode

- If the task is **urgent** and fixing it means solving an important issue, it can likely **skip the draft stage** and review process.

- If the task requires modifying an existing **LIVE** page or section (e.g., home page, header, blog, or a published popup):
 - **Make a duplicate**
 - Modify the duplicate
 - Save it as **draft**

“ Never switch something that should be live to draft mode — this will make it unavailable to visitors who are not logged in.

3. Quality Assurance Checklist

- Does the page or section follow proper **heading structure**?
If not, notify the marketer and edit as needed.
- Is the page or section **responsive**?
Use Chrome Dev Tools and adjust the width between **1920px and 400px**. Check on your mobile device if possible.
- Are there any **typos**?
Fix them before sending it back to the marketer.
- Are the **buttons linking** to the right pages?
This includes social icons, phone numbers, emails, etc.
- Run a **speed test** in Lighthouse:
 - [Lighthouse Chrome Extension](#)
 - Resolve any major issues related to your task
 - Mention unrelated issues to the marketer
- **Review the task again:**
Does the work you've done solve their request? Make sure no small details are forgotten.

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