

Patent Litigation Europe 2027 QA Results:

Please find below the results of the quality assurance check of your new website:

? Organiser actions points in red. ASP action points in green.

	Yes/No
1. Website Header	
Favicon uploaded	Y
Show logo linked to homepage	Y
Show dates & location clearly stated	Y
Includes call to action links	Y
Social media links are set up correctly	NA
Site search option available	NA
2. Navigation	
All main and Sub-Menus navigation links work & take you to an active page	Y
All links work in footer section	Y
All links work in panels	Y
Copyright (with correct year) & Privacy links in footer	Y
3. Content	
General formatting, spacing and consistency of the site	Y

Links work within pages (all active pages checked)	Y
Consistent formatting for main/sub menus and page titles	Y
Add email subjects to email addresses. This isn't mandatory, but recommended for best practice	Y
4. Accessibility	
Is there a clear contrast between the colours used in sections, articles & the text?	Y
Are the colours used for CTAs clearly contrasted?	Y
Are all hyperlinks clearly contrasted throughout the site?	Y
5. Cross-Browser Checks	
Chrome	Y
Firefox	Y
Edge	Y
Safari on Mac	Y
6. Responsive Checks (check both portrait & landscape views)	
Mobile Header	Y
Mobile Menu	Y
Mobile Hero	Y
Mobile Footer	Y
Mobile Modules (Speakers, Exhibitors & Libraries)	N
Tablet Header	Y
Tablet Menu	Y

Tablet Hero	Y
Tablet Footer	Y
Tablet Modules (Speakers, Exhibitors & Libraries)	Y
7. Screen Resolution Checks	
1366 x 768 (16:9)	Y
1920 x 1080 (16:9)	Y
1280x800 (8:5)	Y
1440x900 (8:5)	Y
8. Speakers & Seminars (if not active, mark n/a & move onto next section)	
Seminar list displaying correctly (including grouping and order)	Y
Search & Filters working (if set up)	Y
Session entries are displaying correctly	Y
Social Sharing icons working (if active)	Y
Speaker list displaying correctly (including grouping and order).	Y
Speaker Entries are displaying correctly	Y
Social Sharing icons working (if active)	N
9. Libraries (Check each library available)	
Library list displaying correctly	NA
Search & Filters working (if set up)	NA
Library entries displaying correctly (Showing dates and Author)	NA

Social Sharing icons working (if active)	NA
10. Forms (if not active, mark n/a & move onto next section)	
Forms tested and activated	NA
Confirmation emails set up	NA
Call to actions included in completion stages	NA
11. Exhibitor Module (if not active, mark n/a & move onto next section)	
Exhibitor list displays correctly	NA
Search & Filters working (if set up)	NA
Exhibitor Entry displays correctly	NA
Social Sharing icons working (if active)	NA
Exhibitor Entry links to correct Exhibitor library entries (if available)	NA
Has the E-Zone been set up?	NA
12. SEO & Analytics	
Show name and year show in browser tabs <i>Year not stated</i>	Y
Have company details been added to the footer, including a link to Companies House?	Y
Does the footer include a sitemap?	N
Does the site have a third-party privacy policy set up?	Y
Google Analytics integration set up via the back office	N
Does the previous site have a GA4 dashboard setup?	N

Has a custom 404 page been applied?	N
<i>Please check whether this has been added in the CMS, via Settings > Site Settings > 404 Page. This should never be set to the homepage!</i>	
Global open graph image uploaded via site settings	N
This is the image that will display by default when content from your website is shared on social media channels. You can find a guide on how to update it here: https://support.asp.events/hc/en-us/articles/360018159618-Updating-Your-URL-Preview-Image-Open-Graph-Image	
Global SEO options are set within site settings for event schema.	N
This will help search engines index your site more effectively, so we recommend completing this setup.	
To do this, go to Settings > SEO Settings. You can find additional information here: https://support.asp.events/hc/en-us/articles/25747132718237-How-to-Add-Event-Schema-to-Your-Website-and-Why-You-Should	
Have redirects been set up? If so, please check that the setup is correct	N
SEO options set for individual pages	N
You have not added meta titles and descriptions for your pages. These are important for your overall SEO performance and are recommended for all pages.	
To add these, go to Pages > open the relevant page > Page Options > SEO and enter the appropriate details. You can find additional guidance here: https://support.asp.events/hc/en-us/articles/5643545643805-How-To-Create-Page-Titles-Meta-Descriptions-For-Your-Event-Website	
13. Miscellaneous	
Please check all third-party code applied to the current site. Please attach the code to the QA. client to confirm if it is correct.	NA
Time zone amended in SHOWOFF for non-GMT show	Y
Does the previous site have Weglot translator installed?	N
Has a license expiry date been added?	Y
Has an ARN value been added to the site settings?	Y

Run homepage through ([GTmetrix | Website Performance Testing and Monitoring](#)) and list any large images that need resizing/compressing

C

<https://gtmetrix.com/reports/www.patentlitigationeurope.com/osSd3hql/>

Good Practice Recommendations

Your new site is nearly ready to go live. We also recommend completing the following best practice checks:

- Set external links to open in a new tab.
- Configure PDFs to open as external links.
- Add relevant alt text to all images to improve SEO and accessibility.
- Review your site content for spelling, grammar, and consistency.
- Optimise image filenames before upload using descriptive, keyword-friendly names.
- Review button labels and calls to action to ensure they are clear and keyword relevant.
- Minimise duplicate content across pages where possible.
- Use meaningful URL structures that are short, readable, and SEO friendly.
- Avoid uploading unnecessarily large files or downloadable assets.

You can find further guidance and support articles on our Help Desk - <https://support.asp.events>.

Completing the above steps will help improve usability, accessibility, SEO performance, and the overall user experience of your website.

Next Steps

Your new website is now nearing launch readiness. Once all amendments and final checks from both parties have been completed, we will be in a position to launch the new site.

- If your website is already hosted by ASP, simply let your Project Manager know once you are happy to proceed, and they will arrange the launch for you.
- If you are migrating a new domain or website to ASP, please speak with your Project Manager regarding any DNS updates required to repoint the domain, if this has not already been covered during the project.

We're excited to be reaching the final stages of your project and look forward to launching your new website soon.