YA

Your Agency

DIGITAL MARKETING PARTNER

WEBSITE PROJECT REPORT

Website Project Status Report

Milestones from discovery to launch, the pages we delivered, speed and Core Web Vitals before and after, the launch checklist and post-launch care.

PREPARED FOR	WEBSITE	REPORT PERIOD
Verelle Law Group	verellelaw.com	September 2026

SEPTEMBER AT A GLANCE

New website launched

Sep 18 ▲ On schedule

12-week project, all milestones complete

Mobile PageSpeed score

94 ▲ +56

up from 38 on the old site

Pages delivered

24

designed, written, built and tested

Sample excerpt only. Full monthly reports include many more data points. Client, website and figures are fictional.

02 · TIMELINE & MILESTONES

Launched on schedule on September 18

Project window Jul 1 – Oct 17, 2026 · status as of Sep 30, 2026

PROJECT STATUS	LAUNCH DATE	PAGES DELIVERED	BUDGET USED
Live	**Sep 18**	**24**	**97%**
5 of 5 phases complete	planned Sep 18 · 0 days late	plus 31 redirects mapped	within approved scope

Project timeline

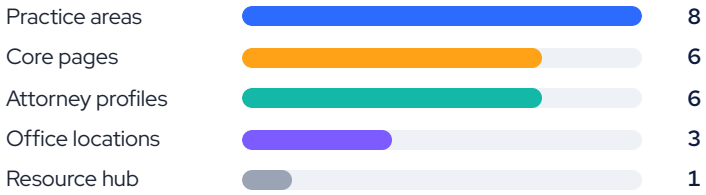


03 · DELIVERABLES & SPEED

Pages delivered and performance gains

Lab tests on the 5 most-visited pages · old site (Jun) vs new site (Sep 25)

Pages delivered



Home · About the firm · Contact · Free case review · Results · Reviews · Personal injury · Family law · Estate planning · Business law · Employment law · Real estate law · Criminal defense · Immigration · 6 attorney profiles · 3 office pages · Legal resources

Conversion features delivered

- Free case review form on every practice page
- Click-to-call header and sticky mobile call bar
- Live chat with after-hours lead capture
- Client review widget and case results section

24
pages live

31
old URLs redirected

AA
WCAG 2.2 accessibility

3
lead forms connected to CRM

PageSpeed & Core Web Vitals

mobile unless noted



METRIC	BEFORE	AFTER	TARGET	STATUS
Largest Contentful Paint (LCP)	4.8 s	1.6 s	≤ 2.5 s	Pass
Interaction to Next Paint (INP)	410 ms	120 ms	≤ 200 ms	Pass
Cumulative Layout Shift (CLS)	0.28	0.02	≤ 0.1	Pass
Time to First Byte (TTFB)	1.9 s	0.4 s	≤ 0.8 s	Pass
Page weight (home)	6.2 MB	1.1 MB	≤ 2 MB	Pass

04 · LAUNCH & CARE

Launch checklist and post-launch care

Care period Sep 18 – Oct 17, 2026

Launch checklist

- [x] 301 redirects for all 31 old URLs
- [x] SSL certificate and HTTPS enforced
- [x] XML sitemap submitted to search engines
- [x] GA4 and conversion events verified
- [x] Forms tested and routed to CRM
- [x] Cross-browser and device testing
- [x] Accessibility audit (WCAG 2.2 AA)
- [x] Daily backups and uptime monitoring
- [x] Schema for attorneys and offices
- [x] Image compression and lazy loading
- [x] Robots rules and noindex removed
- [x] Business profiles updated to new URLs
- [x] Client team trained on editing
- [ ] Old hosting cancelled (Oct 20)

0 min
downtime at go-live

31/31
redirects verified

0
crawl errors after launch

13 of 14 items complete. The old hosting plan stays active until Oct 20 as a safety net, then it will be cancelled.

Post-launch care log

DATE	ITEM	STATUS
Sep 18	Launch-day monitoring; 0 errors in search console	Done
Sep 19	Fixed mobile menu overlap on small phones	Done
Sep 22	Added 2 missed redirects found in crawl	Done
Sep 24	Updated attorney bio photos (client request)	Done
Sep 25	Speed retest: mobile 94, desktop 99	Done
Sep 29	Form spam filter tuned (14 spam blocked)	Done
Oct 6	First monthly plugin and security updates	Scheduled
Oct 17	Care period review call and handover	Scheduled

100%
uptime since launch

6
care tickets closed

5h
avg. ticket turnaround