

Website Redesign Checklist

A website redesign checklist covering goals, audits, SEO preservation, design, build, QA and launch.

Set goals and plan

- ☐ Define why the site is being redesigned and the outcomes you want.
- ☐ Set measurable goals such as more leads or faster load times.
- ☐ Identify the target audience and their main tasks on the site.
- ☐ Agree the budget, timeline and who owns each phase.
- ☐ Choose the platform or content management system.
- ☐ Record current baseline metrics to compare against later.
Capture traffic, rankings and conversion rate before any changes.

Audit the current site

- ☐ Review analytics to find your top pages and traffic sources.
- ☐ Identify pages that convert and pages that underperform.
- ☐ Check current speed, mobile usability and accessibility.
- ☐ List technical issues such as broken links and errors.
- ☐ Gather feedback from users and the team on pain points.
- ☐ Review competitor sites for ideas and gaps.

Content inventory and SEO

- ☐ Export a full list of every existing URL.
- ☐ Mark each page to keep, rewrite, merge or remove.
- ☐ Record current rankings and keywords for valuable pages.
- ☐ Map every old URL to its new destination.
- ☐ Plan 301 redirects for changed or removed URLs.
- ☐ Preserve titles, headings and metadata that perform well.

Design and UX

- ☐ Define the site structure and navigation.
- ☐ Sketch wireframes for key page templates.
- ☐ Apply brand colors, typography and imagery consistently.
- ☐ Design clear calls to action on every page.
- ☐ Design mobile layouts alongside desktop, not after.
- ☐ Review designs against accessibility guidelines.

Build and develop

- ☐ Build templates and components from the approved designs.
- ☐ Migrate the content you chose to keep.
- ☐ Implement the planned redirects in the codebase.
- ☐ Optimize images and assets for fast loading.
- ☐ Add analytics, tracking and structured data.
- ☐ Set up forms, search and any integrations.

QA and testing

- ☐ Test every page across browsers and devices.
- ☐ Check all links, forms and buttons work.
- ☐ Verify each redirect points to the correct new page.
- ☐ Measure page speed and fix slow-loading assets.
- ☐ Proofread content for errors and broken formatting.
- ☐ Confirm tracking fires correctly on key actions.

Launch and post-launch

- ☐ Back up the existing site before going live.
- ☐ Deploy the new site and confirm redirects are active.
- ☐ Submit the updated sitemap to search engines.
- ☐ Monitor traffic, rankings and errors closely for two weeks.
- ☐ Fix any broken links or crawl errors quickly.
- ☐ Compare results to the baseline and report on the goals.