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.