

WEBSITE REDESIGN CHECKLIST

Send this checklist to developers (or SEO consultants) at the start of a website redesign to mitigate loss of traffic, bookings, and revenue.

BENCHMARKING STAGE

DO THESE TASKS ANY TIME BEFORE THE NEW SITE GOES LIVE

- Crawl and catalog the site URLs using crawler software
- Using the crawl from above, create an inventory of all content
 - Identify any pages that need to be removed or merged
 - Identify the site's top pages (by backlinks, traffic, conversions, engagement, etc)
 - Determine how much content will be migrated
- Benchmark Google Analytics traffic, bookings, leads & revenue
- Register Google Search Console and be sure all site variations are verified
- (If content is drastically changing) Create new on-page optimization

DEVELOPMENT STAGE

DO THESE TASKS WHILE THE SITE IS ON A STABLE STAGING SERVER

- Ensure dev server is blocked from search engines (via password protection, noindex/nofollow, or robots.txt directives)
- Benchmark current SEO metrics for post-launch comparison (top rankings, Domain Authority, Page Authority for homepage, # of pages indexed in Google, site speed, etc)
- Create 301 redirect mapping (ie list of old URLs mapped to new locations)
- Deliver 301 redirect mapping to developers for implementation
- Ensure new on-page optimization is implemented

PRE-LAUNCH

COMPLETE THESE ITEMS RIGHT BEFORE LAUNCHING THE NEW SITE

- Ensure analytics code is available for developers to add to new site
 - Setup new goals in analytics, if needed
 - Send any other tracking code to include, if needed
- Crawl the staging server to assess site architecture and identify errors
 - Deliver any errors found back to the developers
- Check that all redirects are working properly
- Check that new XML sitemap has been created and is working properly

POST-LAUNCH

CHECK THESE ITEMS AFTER LAUNCHING THE NEW SITE

- Remove any password protection, noindex tags or robots.txt directives
- Check analytics code to ensure everything is tracking properly
 - Test all conversion points and goal tracking
- Crawl site again to check for errors and test redirects
- If needed, upload old XML sitemap in Google Search Console
- Monitor Google Search Console for crawl errors, messages, and indexing issues