

Website Redesign SEO Checklist: During the Redesign



1. Clarify what's wrong with your current website

- Establish what's wrong with your current website, including text, design, and functionality
- Create separate lists for design and SEO changes to maintain focus and clarity

2. Decide how to fix your website's problems

- Generate solutions for the identified problems, considering changes in design, functionality, and user experience
- Develop ideas to guide the website redesign process effectively

3. Determine your goals, brand, and must-haves

- Define company goals, brand identity, and essential requirements for the website redesign
- Ensure the design aligns with your goals and brand style, incorporating elements like color schemes and imagery

4. Decide who's redesigning your website

- Choose between redesigning the website internally or hiring a professional agency based on your experience & resources
- Consider outsourcing to leverage the expertise and resources of a web design company

5. Redesign your website

- Implement a wireframe or prototype to plan the website structure and layout effectively
- Create separate lists for design and SEO changes to maintain focus and clarity

6. Perform user testing

- Conduct usability testing to gather user feedback on website functionality and design
- Identify user behavior insights to optimize the user experience and address design flaws effectively

7. Implement miscellaneous, non-aesthetic changes

- Address lower-priority adjustments based on user feedback and testing outcomes
- Finalize the website redesign with optimized elements and prepare for launch with thorough testing and refinements