WebFX

Website Redesign SEO Checklist: Post-Redesign Launch

1. On-Page SEO Factors

☐ Review and optimize title tags, meta descriptions, and headings to align with SEO best practices

☐ Ensure title tags are below 60 characters, meta descriptions below 155 characters, and headings are concise and unique across pages

2. Tools to Use

☐ Utilize tools like Screaming Frog to audit up to 500 pages for metadata and heading optimizations

☐ Use SEO Checker to analyze your website URL and optimize tags for better search engine visibility

3. Technical SEO Factors

☐ Implement and review your robots.txt file to control search engine crawler access to your site

☐ Generate an XML sitemap using tools like Yoast SEO to facilitate easier indexing of all website pages

4. Off-Page SEO Factors

☐ Assess and manage backlinks to ensure they point to relevant pages post-redesign

☐ Use tools like Ahrefs to identify and address broken backlinks that may have resulted from changes in URL structure or deleted pages

For more information, visit **https://www.webfx.com/blog/web-design/website-redesign-checklist/**