WebFX

Website Redesign SEO Checklist: Pre-Redesign Steps

1. Export Google Analytics Landing Page Data

☐ Obtain data on pages with traffic over the past year for a reference on your current URL structure

2. Create a Redirect Map

☐ Map current pages to new URLs to avoid 404 errors and ensure proper redirects post-redesign

3. Develop a Keyword Map

☐ Assign target keywords to each page to prevent keyword cannibalization and improve rankings

4. Complete a Technical SEO Audit

☐ Identify and fix 404 URLs, 301 redirects, and unoptimized metadata to avoid carrying old errors to the new site.

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