

Website Redesign 18-Point Checklist

A practical launch checklist for planning, content, UX, SEO migration, testing, redirects, analytics, and post-launch monitoring.



Strategy



Content



SEO Migration



Launch QA



Monitoring

Use this as a blog download, internal launch checklist, or client handoff document.

How to Use This Checklist

Work through the 18 points in order. Each point has practical boxes to tick before the redesigned website goes live. Add notes, owners, and dates so the checklist can be used by designers, developers, marketers, SEO teams, and business owners.

Website / domain		Project owner	
Launch date		Rollback contact	
Main goal		Tracking tools	

Phase 1: Strategy, Audit, and Content Planning

1. Define clear redesign goals

- Set the main business goal: leads, sales, bookings, signups, or brand trust.
- Write 3 measurable KPIs for the redesign.
- Agree what success should look like 30 days after launch.

2. Audit your current website

- Export organic traffic, rankings, conversions, backlinks, and top landing pages.
- Check crawl errors, broken links, indexation, and page speed issues.
- Save the audit as the baseline for post-launch comparison.

3. Identify high-value pages

- List pages that rank, convert, or receive backlinks.
- Mark pages that must not be removed during the redesign.
- Decide which pages need improvement instead of deletion.

4. Create a content inventory

- Create a spreadsheet of every current URL.
- Add title tag, H1, target keyword, traffic, backlinks, and conversion value.
- Label each page: keep, update, merge, redirect, or remove.

5. Map keywords to important pages

- Assign one primary keyword to each important page.
- Add secondary and semantic keywords naturally.
- Check for keyword cannibalization before rewriting content.

6. Review site structure and navigation

- Check the main menu, footer, categories, and service page hierarchy.
- Make sure important pages are reachable within a few clicks.
- Improve internal links between related pages.

Phase 2: UX, Design, Content, and On-Page SEO

Build the redesign around users, content clarity, and search visibility

7. Plan wireframes before visual design

- Map key page sections before choosing colors or imagery.
- Place CTAs, forms, trust signals, and proof points clearly.
- Confirm mobile layout before the final design stage.

8. Improve mobile experience

- Check readable fonts, spacing, tap targets, and mobile menu usability.
- Test forms and CTAs on small screens.
- Remove layout elements that slow or confuse mobile users.

9. Refresh and improve content

- Rewrite weak intros, outdated service copy, and unclear CTAs.
- Update thin pages with helpful details, FAQs, and proof points.
- Remove duplicate or low-value sections carefully.

10. Optimize on-page SEO

- Write unique title tags and meta descriptions for key pages.
- Use one clear H1 and helpful H2/H3 headings.
- Add internal links, image alt text, canonicals, and relevant schema.

11. Preserve URLs where possible

- Keep ranking URLs unchanged unless there is a strong reason.
- Document every URL that must change.
- Avoid unnecessary URL changes that increase migration risk.

12. Build a 301 redirect map

- Map each old URL to the closest matching new URL.
- Avoid redirecting every removed page to the homepage.
- Check for redirect chains, loops, and missing destinations.

Phase 3: Performance, Testing, Tracking, and Launch Checks

Protect speed, conversions, crawlability, and measurement

13. Improve page speed and Core Web Vitals

- Compress images and use modern formats where possible.
- Reduce unnecessary scripts, plugins, and heavy page elements.
- Test loading speed, interaction response, and layout stability.

14. Test forms, buttons, and conversion paths

- Submit every form and confirm notifications arrive correctly.
- Test checkout, booking, quote, call, and email buttons.
- Check thank-you pages, CRM connections, and autoresponders.

15. Set up analytics and tracking

- Confirm Google Analytics, Search Console, Tag Manager, and conversion events.
- Track key actions such as calls, forms, bookings, sales, and downloads.
- Record launch-day baseline data before publishing.

16. Crawl the staging website

- Find broken links, missing titles, duplicate metadata, and blocked pages.
- Check noindex tags, canonicals, redirects, and sitemap URLs.
- Fix staging issues before the website goes live.

17. Check robots.txt, sitemap, and indexation

- Make sure the live site does not block important pages.
- Submit the updated XML sitemap after launch.
- Confirm key pages are crawlable, indexable, and internally linked.

18. Monitor performance after launch

- Watch rankings, traffic, clicks, impressions, 404s, redirects, and conversions.
- Compare results against the pre-launch baseline.
- Fix sharp traffic drops, broken pages, or tracking gaps quickly.

Practical Templates

Use these mini templates with the 18-point checklist. They keep the redesign process organized and make handoff easier.

Content Inventory Template

URL	Target Keyword	Traffic / Leads	Action	Owner

301 Redirect Map Template

Old URL	New URL	Redirect Type	Status
		301	
		301	
		301	
		301	
		301	
		301	

Launch-Day QA Sign-Off

- All key pages checked on desktop and mobile.
- Forms, buttons, checkout, and booking flows tested.
- Redirects tested and 404 issues reviewed.
- Analytics, conversions, and events firing correctly.
- Robots.txt, sitemap, canonicals, and indexation checked.
- Post-launch monitoring owner assigned.

Notes

Reference note: This checklist follows general SEO migration best practices, including careful URL-change planning, 301 redirects, Core Web Vitals checks, descriptive image naming, and post-launch monitoring.