Website Redesign Checklist [2024 edition]

It's the same step-by-step checklist we've used to run hundreds of successful redesign projects.

Introduction

Congratulations! By downloading our checklist, you're setting yourself up for a faster, smoother, and more successful website redesign.

This is not a generic checklist. It was forged in the fires of hundreds of website redesigns. *(Which is our dramatic way of saying that we've distilled our knowledge from managing tons of website redesign projects into this simple checklist.)*

Here's what you get:

- **Improve your current process:** You're probably already doing some things right. We'll help you identify and build on those strengths, making your good practices even better.
- **Save time:** Our checklist will streamline your process, saving you time (and maybe a few gray hairs).
- **Never miss a step:** The checklist guides you through each step. You won't have to worry about missing a critical step.

Josh worden

Phase 1: Discovery and Planning

- ☐ Analyze current website performance metrics

- ☐ Benchmark website performance (traffic, engagement, conversion rates, bounce rates)

- ☐ Evaluate content quality and relevance

- ☐ Set redesign goals

- ☐ Identify key performance indicators (KPIs)

- ☐ Set SMART goals aligned with business objectives

- ☐ Decide whether to DIY or hire an agency

- ☐ Assess internal resources and expertise

- ☐ Consider budget and timeline

- ☐ Evaluate the scope of the redesign project

- ☐ Define brand identity

- ☐ Document brand guidelines

- ☐ Assess technology needs

- ☐ Choose the CMS

- ☐ Agree on features and functionalities

- ☐ Choose hosting and server requirements

- ☐ Document security needs

Phase 2: Research and Strategy

Understand your market

- ☐ Create buyer personas

- ☐ Understand user needs and jobs to be done

- ☐ Gather user feedback

- ☐ Conduct surveys and interviews

- ☐ Analyze user behavior and patterns

- ☐ Create user journey maps

Conduct competitor analysis

- ☐ Identify direct and indirect competitors

- ☐ Analyze competitor websites

- ☐ Identify best practices and areas for differentiation

Content strategy

- ☐ Content pruning

- ☐ Content refresh

- ☐ Identify content gaps

- ☐ Content consolidation

- ☐ Content taxonomy

- ☐ Content audit

Content strategy (contd)

- [ ] Content migration plan

- [ ] Content mapping

- [ ] Information architecture

SEO strategy

- [ ] Internal linking

- [ ] Sitemap

- [ ] Plan and setup redirects

- [ ] Technical SEO

- [ ] On-page SEO

- [ ] Keyword research

- [ ] Internal linking

- [ ] Site structure

Phase 3: Design and Development

Design and UX

- [ ] Focus on user experience (UX)

- [ ] Visual appeal

- [ ] Accessibility

Wireframing

- [ ] Create wireframes

- [ ] Focus on structure and flow

- [ ] Iterate and refine

Develop responsive design

- [ ] Mobile-first approach

- [ ] Flexible grid layouts

- [ ] Cross-device compatibility

Develop the site on the chosen CMS

- [ ] Set up the CMS

- [ ] Implement design and functionality

- [ ] Add content

Install tracking codes

- [ ] Set up Google Analytics and Google Search Console

- [ ] Additional tracking (e.g., heatmaps, A/B testing)

Phase 4: Testing and Launch

Testing

- [ ] Accessibility audit

- [ ] Speed test

- [ ] Technical hygiene (code quality, security checks)

- [ ] Responsiveness (device testing, browser compatibility)

- [ ] User experience testing

- [ ] Customer journey testing

- [ ] Check SEO basics Perform final quality assurance

- [ ] Test all links and forms

- [ ] Proofread content

- [ ] Ensure analytics tracking is set up

Phase 5: Post-Launch Activities

Monitor, review and iterate

- [ ] Monitor new site performance

- [ ] Monitor SEO performance

- [ ] Monitor technical performance

- [ ] Implement feedback tools

Phase 5 (contd): Post-Launch Activities

Monitor, review and iterate (contd)

- ☐ Gather and review user feedback

- ☐ Monitor social media channels

- ☐ Conduct post-launch surveys

- ☐ Analyze survey results

- ☐ Monitor and track support requests

- ☐ Update FAQs and help documentation

- ☐ Develop an agile roadmap for website optimization

- ☐ Adopt a continuous improvement mindset

- ☐ Plan for ongoing maintenance and updates

- ☐ Schedule regular maintenance

- ☐ Address bug fixes promptly

- ☐ Schedule regular content updates

- ☐ Create a content calendar

- ☐ Conduct periodic content audits

- ☐ Schedule future enhancements and optimizations

Need help with your website redesign?

Book a free consultation call with us today.

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