

WEBSITE REDESIGN CHECKLIST

SET TRAFFIC-FOCUSED GOALS

- DEFINE TRAFFIC AND CONVERSION KPIS (E.G., +20% ORGANIC SESSIONS)
- REVIEW LAST 3-6 MONTHS OF GOOGLE ANALYTICS DATA
- IDENTIFY TOP-PERFORMING AND UNDERPERFORMING PAGES
- SET SMART GOALS WITH TIMELINES
- DOCUMENT GOALS IN A SHARED TRACKER

AUDIT CURRENT SITE PERFORMANCE

- ANALYZE GA & SEARCH CONSOLE FOR TOP/EXIT PAGES
- IDENTIFY AUTHORITY PAGES WITH BACKLINKS TO PRESERVE
- CRAWL YOUR SITE WITH SCREAMING FROG OR SITEBULB
- FIX BROKEN LINKS, MISSING METAS, DUPLICATE CONTENT
- AUDIT PAGE SPEED WITH PAGESPEED INSIGHTS

PLAN USER-CENTRIC SITE STRUCTURE

- DEFINE KEY VISITOR GOALS AND COMMON USER JOURNEYS
- GROUP RELATED CONTENT UNDER CLEAR HEADINGS
- DRAFT A SITEMAP WITH 6-7 MAIN MENU ITEMS
- WIREFRAME HOMEPAGE, SERVICE, AND CONTACT TEMPLATES
- USE CLEAR CTAS AND CONTEXTUAL INTERNAL LINKS

CREATE SEO-OPTIMIZED CONTENT

- RESEARCH AND APPLY TARGET KEYWORDS (1.5% DENSITY)
- WRITE CONCISE META TITLES (UNDER 60 CHARACTERS)
- ADD SCANNABLE FORMATTING: BULLETS, SHORT PARAS, BOLD TEXT
- ADD INTERNAL LINKS TO RELEVANT PAGES OR SERVICES
- INCLUDE ALT TEXT AND KEYWORD-OPTIMIZED IMAGE FILENAMES
- CITE TRUSTED SOURCES OR DATA POINTS FOR AUTHORITY

WEBSITE REDESIGN CHECKLIST

ENSURE MOBILE-FIRST AND ACCESSIBLE DESIGN

- TEST WIREFRAMES ON VARIOUS SCREEN SIZES
- KEEP BUTTONS LARGE AND THUMB-ACCESSIBLE
- RUN ACCESSIBILITY SCANS (WAVE, AXE)
- ENSURE FORMS ARE LABELED AND KEYBOARD-FRIENDLY
- USE RESPONSIVE IMAGE LOADING WITH <PICTURE> OR SRCSET
- LAZY-LOAD OFFSCREEN ASSETS

OPTIMIZE TECHNICAL PERFORMANCE

- COMPRESS IMAGES TO <100KB (JPEG/WEBP)
- MINIFY AND COMBINE CSS & JS FILES
- ENABLE BROWSER CACHING AND SERVER COMPRESSION (GZIP/BROTLI)
- USE A CDN FOR FASTER GLOBAL DELIVERY
- ENABLE HTTP/2 FOR FASTER CONNECTIONS
- TEST ON MOBILE 3G VIA WEBPAGETEST OR LIGHTHOUSE

SET UP COMPREHENSIVE TRACKING

- DEFINE KEY CONVERSION EVENTS IN GA4
- LABEL EVENTS CLEARLY (E.G., CONTACT SUBMIT, LEAD MAGNET DOWNLOAD)
- INSTALL HEATMAPS AND SESSION RECORDINGS (HOTJAR, CRAZY EGG)
- PLAN A/B TESTS (BUTTON TEXT, CTA COLOR, HEADLINE)
- CREATE A TEST TRACKING LOG WITH HYPOTHESES + RESULTS
- SET UP DASHBOARD REPORTS COMPARING PRE/POST PERFORMANCE

LAUNCH, PROMOTE & ITERATE

- DO A SOFT LAUNCH FOR INTERNAL/BETA USERS
- CHECK ALL LINKS, FORMS, ANALYTICS TAGS BEFORE PUBLIC LAUNCH
- PROMOTE VIA EMAIL, SOCIAL, AND BACKLINK OUTREACH
- MONITOR PERFORMANCE FOR 48-72 HOURS POST-LAUNCH
- CONDUCT A 30-DAY REVIEW WITH DATA INSIGHTS
- PLAN CONTINUOUS UPDATES BASED ON FEEDBACK AND ANALYTICS