WEBSITE REDESIGN SEO CHECKLIST

CHETARU

2022

WEBSITE REDESIGN SEO CHECKLIST

Check	Importance	Recommended tools	Notes
1. Pre Re-design Checklist			
☐ Collect data from Google Analytics and Google Search Console	High	Google Analytics and Google Search Console	It's critical to get baseline data on your current site's performance before investing in a website redesign.
☐ Audit the old website	High	Semrush	You should have this information if you don't already. This is necessary to determine if there are any missing titles, descriptions, picture alt tags, Heading tags and other elements so that you may correct them and compare the new website data to see if everything was updated.
☐ Analyze current organic search traffic	Medium	Semrush	Now that you've set up Google Search Console, it's time to figure out which keywords bring people to your site and which pages or posts they lead to.
☐ Create keyword strategy	High	Semrush	Consider taking a look at your keyword strategy. Check, place/replace new keywords in high ranking articles for better search visibility.
☐ Identify all your backlinks	High	Semrush, Ahrefs	Make a list of all the backlinks you have (to the old website). If you're going through a rebranding or domain change, this will come in handy later.
☐ Avoid deleting old content	Medium		It's great if you think something should be removed, but old blog posts and articles should remain. If you're trying to rank for the same Keywords instead of generating completely new material, you might be able to improve them.
☐ New site structures and URLs	High	Semrush	Understanding the present site structure, metadata, and URLs is critical to determining what is changing and why.
☐ Prepare old sitemap	Medium	Google Search Console	Make an old sitemap.

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2. During Re-design Checklist			
☐ Prepare old and new sitemap	Medium	Google Search Console	Make a new sitemap. If you totally changed domains, it's a good idea to submit both the old and new ones to Google Search Console as soon as you finish redesigning your website, so Google can quickly identify the redirection.
☐ 301 Redirect URL mapping	High	Semrush, Ahrefs	The most critical aspect of any migration checklist is redirects. Your organic traffic will suffer tremendously if old URLs do not properly redirect to the new site. These pages have authority as well, which we want to transfer to the pages on your new website.
☐ Inspect and test your new website	Medium		It will assist you in identifying errors such as incorrect spacing, different fonts, incorrect colour, incorrect image width, and so on. This is a fundamental step that you've probably already completed at least ten times. Now go ahead and try it again!
☐ Get a warning message ready	Medium		If something goes wrong, have a warning message ready to inform your users that the website is being redesigned for their benefit.
☐ Set up Google Search Console	High	Google Search Console	Set up and verify the Search Console.
☐ Set up Google Analytics and Tag Manager	High		Set up and verify Google Analytics. We recommend GA-4 and Google Tag Manager.
☐ Check Robots.txt	High	Google Analytics and Tag Manager	Make sure the robots.txt file is updated and that it doesn't block crawlers from accessing critical portions of your website, as well as the areas you don't want to be crawled.

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☐ Include unique Meta tagging	High		During the redesign, you should make sure that each page has its own meta-tagging. In particular, the Page Title and Meta Description.
☐ Check pagespeed insights	Medium	PageSpeed Insights by Google	Use PageSpeed Insights by Google to identify and fix as many errors as possible.
☐ Check mobile compatibility	Medium	Mobile-Friendly Test by Google	"When redesigning website, the mobile component must be taken into account. What will the mobile layout look like? What will the user interface and experience be like for the user? Is the most important information visible above the fold?"
☐ Disavow Files	High	Google Search Console	If you previously uploaded a disavow file to the old site, you should do so again on the new one.
☐ Reindex site with Search Console	High	Google Search Console	Enter the domain and click fetch in Google Search Console > Crawl > Fetch as Google. After you've found the site, click Request Indexing. Click Go after you've completed the captcha.

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3. Post Re-design Checklist			
☐ Crawl and audit the new website	High	Semrush	After a few months, crawl the new site and compare the new findings to the old ones to see if you've resolved all of the problems.
☐ Compare the index results	High		Compare the results with the number of indexed links. Given that you haven't deleted or added any material, the number of pages crawled should be identical to the old website.
☐ Check for broken pages	High	Semrush	Broken pages or broken links can harm your website traffice, keep a close look on them.
☐ Monitor your website thoroughly	High		Monitor your website for at least the following two months. Take note of any changes in the bounce rate, conversion rate, or time spent on the website.
☐ Check noindex settings	High		Using the crawl you completed, determine whether there are any specific noindex settings on essential pages.
☐ Monitor the cache date of indexed URLs	Medium		If Googlebot often updates the cache data, it suggests Googlebot likes your website. There may be indexing issues if the cache date is quite old.
☐ Update backlinks	High		Consider updating some of the most important backlinks from pointing to the old URL/Domain to pointing to the new URL/Domain if you went through URL modifications or changed your domain. The 301 redirect will continue to pass the link value but changing them will make it easier to track your backlinks in the future.

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☐ Check and compare your search traffic	High	Semrush	Compare the results to the previous version of your site using data from Analytics and Search Console.
☐ Compare your SEO visibility	Medium	Semrush	Check your SEO performance for drops or gains.

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