

Website Redesign Checklist

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- Information about your old site
 - Gather any data on sales, leads, or other performance of your old website so that you can compare it against the new site.
 - Track your old site's search engine ranks.
 - Check what were the most visited pages on your old website.
 - Check how many other sites are linking to your old website.
- New Site Launch
 - Keep as many of your old URLs as possible.
 - Make sure every URL from your old website would redirect to an appropriate page on your new website.
 - If page redirect is not feasible use a server-side 301 setting.
 - Run a link validator on your website to be sure that the internal links have all been updated.
 - Make ssure ?File Not Found? page is well written and explains the situation.
- After Site Launch
 - Monitor 404 errors.
 - Make sure the inbound links link to existing URLs on your website.
 - Take the time to make sure your directory listings are linking to the correct URLs.
 - Submit XML Sitemap for getting pages indexed quickly.