

Website Redesign Checklist

By Jason Conn

- ☐ 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.