Website Redesign Checklist

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# Tasks:

☐ **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.**