

Website Redesign SEO Checklist

Before the redesign

Protect the pages, content and search equity you already have.

Website: _____ Owner: _____ Launch: _____

1. Record the baseline

- ☐ Export live URLs, titles, headings, canonicals and internal links.
- ☐ Record Search Console impressions and clicks, GA4 traffic and leads.
- ☐ Identify pages earning clicks, links or qualified enquiries.
- ☐ Classify pages as keep, improve, merge or retire; record the reason.

2. Map URLs and redirects

- ☐ Keep useful existing URLs where practical.
- ☐ Map each changed URL to its closest relevant replacement.
- ☐ Plan permanent server-side redirects; avoid sending everything to the homepage.
- ☐ Update navigation and internal links to final URLs.

3. Preserve useful content

- ☐ Preserve search intent, factual detail, examples and client proof.
- ☐ Improve weak content instead of deleting it without review.
- ☐ Give each page a clear purpose, descriptive title and logical headings.
- ☐ Keep organization, service and author details consistent for AI-search clarity.

Website Redesign SEO Checklist

Before and during launch

Test the new site before it becomes the public site.

Website: _____ Owner: _____ Launch: _____

4. Test the staging site

- ☐ Review phone and desktop layouts and navigation.
- ☐ Test forms, confirmation messages, phone links and email delivery.
- ☐ Verify titles, descriptions, headings, alt text and canonical tags.
- ☐ Check structured data matches visible content.
- ☐ Protect staging URLs; confirm launch pages will be crawlable.
- ☐ Check Core Web Vitals, image weight and unnecessary scripts.
- ☐ Verify GA4 and conversion tracking; crawl for broken links and noindex errors.

5. Verify the live launch

- ☐ Test important old URLs and their relevant permanent redirects.
- ☐ Check internal links point directly to final URLs.
- ☐ Verify canonicals, indexability and public robots directives.
- ☐ Publish and verify the correct XML sitemap; submit it in Search Console.
- ☐ If the domain changes, monitor both old and new Search Console properties.

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After launch

Verify the first 72 hours, then compare against your baseline.

Website: _____ Owner: _____ Launch: _____

6. Check the first 72 hours

- ☐ Test the homepage, service pages and high-value organic landing pages.
- ☐ Submit lead forms and confirm receipt.
- ☐ Confirm GA4 receives visits and key events.
- ☐ Check high-value redirects, canonicals and indexability.
- ☐ Review robots.txt, the sitemap and Search Console indexing issues.

7. Monitor the following weeks

- ☐ Compare queries, landing-page traffic, engagement and qualified leads.
- ☐ Investigate sustained losses by URL rather than daily fluctuations.
- ☐ For a declining page, check its redirect, content, canonical and internal links.
- ☐ Confirm replacement content still satisfies the original search intent.

8. Improve conversion paths

- ☐ Connect useful articles to relevant services, case studies and contact.
- ☐ Make the next action clear and measure qualified enquiries.