



Website Redesign Checklist For Business

Before You Start:

- Document all existing URLs that rank in search.
- Note current traffic baselines and top-performing pages.
- Confirm which forms, phone tracking and analytics tools are in place.
- Identify content worth carrying over vs. cutting.

At Launch:

- Verify all redirects are working.
- Resubmit your sitemap in Google Search Console.
- Confirm analytics and conversion tracking are firing correctly.
- Test site speed with a tool like Google PageSpeed Insights.
- Check accessibility basics: contrast, alt text, readable font sizes.

During the Build:

- Map redirects for every URL that's changing (301 redirects).
- Preserve existing page titles, meta data, and heading structures where possible.
- Confirm all forms are testing and submitted correctly.
- Check that phone numbers and CTAs are accurate throughout.
- Review the site on multiple devices and browsers

Post Launch:

- Monitor traffic and rankings for unexpected drops.
- Check for crawl errors in Google Search Console.
- Confirm leads and calls are coming through correctly,
- Review heatmaps or session recordings if available.

Planning a redesign? Let ZipLocal help make it a success.

