Website Redesign Checklist

Capture what the current site does before replacing it. Give every changed URL a deliberate destination and a check after launch.

1. Inventory important URLs, search landing pages, content, links and conversion paths before the redesign.
2. Map changed URLs to relevant destinations. Review crawl controls, canonical URLs and internal links.
3. Check the released site, record issues and monitor the same measures over time.

What to verify

Baseline	Export URLs and relevant performance with dates.
Page intent	Preserve useful content and the customer task.
URL mapping	Use a relevant destination for each changed URL.
Controls	Review robots, noindex and canonical behavior.
Journeys	Test forms, calls, analytics and actual delivery.
After release	Check redirects, links, sitemap and key landing pages.

Completed example - fictional

Fictional URL	/repair-old is being replaced by /repair.
Reason	The new page serves the same repair customer task.
Checks	Destination content, redirect, canonical and internal links.
Result	Record observed HTTP behavior and lead delivery. Do not assume rankings are preserved.

Reference checked November 3, 2026: Google Search: Site moves with URL changes.

Your worksheet

Website Redesign Checklist | Record facts, evidence and the next action.

Site / planned change date	
Baseline export date / location	
Important old URL	
Customer task / content to preserve	
New URL / reason for mapping	
Redirect behavior	
Canonical / index controls	
Internal links / sitemap	
Form / call / receipt test	
Post-release observed result	
Issue / person / resolution date	
Monitoring period / next review	

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download