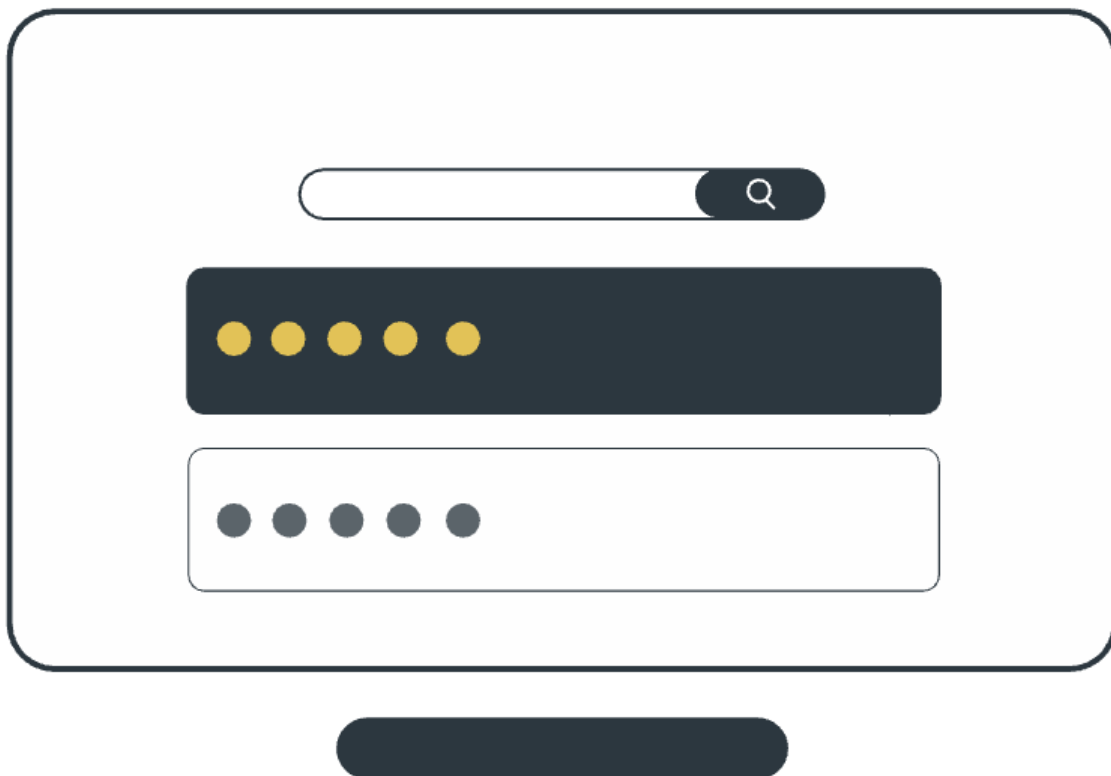


Website Redesign SEO Checklist

Relaunching without losing your Rankings

ALANBAGI.

Redesigning your website is an exciting opportunity to improve design, functionality, and user experience — but it also comes with real SEO risks. Done wrong, a redesign can seriously damage your search rankings and organic traffic. This checklist will guide you through a smart, SEO-focused website redesign. So you can relaunch with confidence and keep your hard-earned visibility intact.



Preparation

A good preparation is key to make your SEO Relaunch successful and don't miss out on important things while doing the execution.

- ☐ Save KPIs such as rankings, impressions, clicks, and CTR of your pages
 - ☐ Record current page speed and indexing status
 - ☐ Do a full keyword mapping
 - ☐ Identify top-performing pages to preserve
 - ☐ Spot low-performing or duplicate content
 - ☐ Decide what content to keep, remove, or merge
 - ☐ Plan new URL structure and navigation
 - ☐ Backup and analyze internal link structure
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Execution

The preparation is done. Now it's time to put your redesign into action. This is where solid planning turns into a successful, SEO-safe relaunch.

Developing Your New Web Design

- ☐ Build on a no-index staging site
- ☐ Follow E-E-A-T principles throughout content and design

On-Page SEO

- ☐ Review and update meta titles and descriptions
- ☐ Use a clean, logical heading structure
- ☐ Add structured data where relevant

Performance

- ☐ Auto-optimize images (size + WebP format)
- ☐ Minify CSS and JavaScript
- ☐ Enable caching and lazy loading

Mobile & International

- ☐ Fully test mobile usability
- ☐ Check/update hreflang tags for international pages

Launch Day

The big moment has arrived and you are ready to publish? Congrats! But don't forget the highly important adjustments to tell google your website is changing. This is where many SEO disasters happen, so don't rush.

- ☐ Set up 301 redirects for all changed URLs
 - ☐ Avoid redirect chains
 - ☐ Test all links, forms, and navigation elements
 - ☐ Share with others for pre-launch feedback
 - ☐ Generate and submit updated sitemap
 - ☐ Review and update robots.txt if needed
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After Launch

You won't live and think it's done? Sorry, but here the fun begins. Now its time to stay ahead and track if your relaunch is doing good for your SEO.

- ☐ Re-submit key pages via Google Search Console
 - ☐ Submit new sitemap to Search Console
 - ☐ Run a full technical SEO audit
 - ☐ Check for crawl errors, broken links, and metadata issues
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On-Going

The work doesn't stop once your new website is live. The first few weeks are critical. This is when search engines (and users) start interacting with your updated content and structure. Stay proactive to catch issues early and preserve the traffic you've worked so hard to build.

- ☐ Monitor rankings, traffic, and conversions for 4+ weeks
- ☐ Investigate and fix any drops fast
- ☐ Use backlink tools to monitor link health
- ☐ Recover lost backlinks by reaching out with updates

Not sure if You've covered it all?

No worries - we are here to help. If you're planning a redesign and want to make sure your SEO stays intact, connect with our team.

 [Get in touch](#) 