

# Website Redesign Planning Checklist for Small Businesses

A planning worksheet. It does not guarantee rankings, traffic or enquiries.

Website address: \_\_\_\_\_

Date: \_\_\_\_\_

Main goal of the redesign: \_\_\_\_\_

For each item, tick Yes, No or Not sure, add a note, and mark it High, Medium or Low priority. DIY means you can usually handle it yourself; Shared means you and your designer; Professional means it usually needs someone who does this regularly.

| #                           | Item                                           | What to check                                                                                               | Yes / No / Not sure                                                                              | Notes | Priority                                                                               | Who handles it? |
|-----------------------------|------------------------------------------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------|----------------------------------------------------------------------------------------|-----------------|
| <b>Current website</b>      |                                                |                                                                                                             |                                                                                                  |       |                                                                                        |                 |
| 1                           | <b>What works now</b>                          | Have you listed the pages, features and wording that bring in enquiries or sales?                           | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 2                           | <b>What doesn't</b>                            | Have you written down specific problems and the page each is on?                                            | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 3                           | <b>Who can edit it</b>                         | Can you change text and images yourself?                                                                    | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 4                           | <b>Where it lives and who holds the logins</b> | Do you know who controls the domain, hosting and site admin?                                                | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 5                           | <b>You've checked whether fixes would do</b>   | Have you run the Website SEO Health Check on the current site?                                              | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| <b>Business goals</b>       |                                                |                                                                                                             |                                                                                                  |       |                                                                                        |                 |
| 6                           | <b>The site's main job</b>                     | Have you chosen one main job: enquiries, bookings or sales?                                                 | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 7                           | <b>Your priority services or products</b>      | Have you named the three or four that matter most?                                                          | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 8                           | <b>Who it's for and where you work</b>         | Can you describe your typical customer and where you work in two sentences?                                 | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 9                           | <b>What a good enquiry looks like</b>          | Have you decided what visitors should do and where the message goes?                                        | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| <b>Content and evidence</b> |                                                |                                                                                                             |                                                                                                  |       |                                                                                        |                 |
| 10                          | <b>A list of your current pages</b>            | Is every current page marked keep, improve, merge or remove? Agree in writing who moves the content across. | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 11                          | <b>Who writes the new text</b>                 | Is it agreed who writes what, and by when?                                                                  | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 12                          | <b>Photos and video</b>                        | Have you gathered what exists and listed what's missing?                                                    | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 13                          | <b>Proof you can stand behind</b>              | Do you have real work, permitted reviews and accreditations you hold?                                       | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 14                          | <b>Facts that are current</b>                  | Are prices, hours, contact details and team details up to date?                                             | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |

## Website Redesign Planning Checklist for Small Businesses Items 15 to 26

| #                                 | Item                                                  | What to check                                                                                                                | Yes / No / Not sure                                                                              | Notes | Priority                                                                               | Who handles it? |
|-----------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------|----------------------------------------------------------------------------------------|-----------------|
| <b>SEO and URLs</b>               |                                                       |                                                                                                                              |                                                                                                  |       |                                                                                        |                 |
| 15                                | <b>A list of your current web addresses</b>           | Do you have a list of current addresses, with the busiest marked?                                                            | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 16                                | <b>A redirect plan, with a named owner</b>            | Is there a plan for mapping old addresses to new ones and setting up redirects at launch? Agree in writing who handles this. | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |
| 17                                | <b>Titles, descriptions and headings on key pages</b> | Will titles, descriptions and headings on key pages be carried over or improved? Agree in writing who handles this.          | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |
| 18                                | <b>Access to your accounts</b>                        | Do you own your Search Console, Analytics and Business Profile, and can you grant access?                                    | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| <b>Platform and functionality</b> |                                                       |                                                                                                                              |                                                                                                  |       |                                                                                        |                 |
| 19                                | <b>Stay, rebuild or move</b>                          | Is there a clear reason for keeping or changing platform?                                                                    | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 20                                | <b>Must-have features</b>                             | Have you listed what the site has to do?                                                                                     | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 21                                | <b>Connections to other systems</b>                   | Have you noted every system the site connects to?                                                                            | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 22                                | <b>Who looks after it afterwards</b>                  | Is it decided who hosts, updates and backs up the site?                                                                      | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| <b>Design and usability</b>       |                                                       |                                                                                                                              |                                                                                                  |       |                                                                                        |                 |
| 23                                | <b>Brand materials</b>                                | Do you have logo files, colours and fonts, and know which can change?                                                        | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 24                                | <b>Phones first</b>                                   | Will you review key pages on a phone before launch?                                                                          | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 25                                | <b>Speed and images</b>                               | Has it been explained how speed and image sizes are handled?                                                                 | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |
| 26                                | <b>Accessibility basics</b>                           | Will text, contrast, image descriptions and form labels be checked?                                                          | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |

## Website Redesign Planning Checklist for Small Businesses Items 27 to 34

| #                         | Item                                       | What to check                                                                                                    | Yes / No / Not sure                                                                              | Notes | Priority                                                                               | Who handles it? |
|---------------------------|--------------------------------------------|------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------|----------------------------------------------------------------------------------------|-----------------|
| <b>Launch preparation</b> |                                            |                                                                                                                  |                                                                                                  |       |                                                                                        |                 |
| 27                        | <b>Scope agreed in writing</b>             | Is everything a proposal should state confirmed before work starts?                                              | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 28                        | <b>Forms tested</b>                        | Has a test been sent through every form on the new site?                                                         | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 29                        | <b>Tracking checked</b>                    | If you use analytics or conversion tracking, is it recording on the new site? Agree in writing who handles this. | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |
| 30                        | <b>A backup and a launch plan</b>          | Is there a backup of the old site and an agreed launch time?                                                     | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |
| <b>After launch</b>       |                                            |                                                                                                                  |                                                                                                  |       |                                                                                        |                 |
| 31                        | <b>Old addresses reach the right pages</b> | Do your most important old addresses reach the matching new pages?                                               | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |
| 32                        | <b>Search Console is watched</b>           | Has the new sitemap been submitted and are errors being checked? Agree in writing who handles this.              | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Professional    |
| 33                        | <b>Enquiries still arrive</b>              | Are forms and phone links working, and are enquiries arriving as normal?                                         | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | DIY             |
| 34                        | <b>Handover is complete</b>                | Do you have logins, know how to edit, and know who to contact?                                                   | <input type="checkbox"/> Yes<br><input type="checkbox"/> No<br><input type="checkbox"/> Not sure |       | <input type="checkbox"/> H<br><input type="checkbox"/> M<br><input type="checkbox"/> L | Shared          |

### Questions to ask before you approve

- ☐ Who will actually do the work, and who do I speak to? \_\_\_\_\_
- ☐ Can I see sites you've built, and what was your part in each? \_\_\_\_\_
- ☐ Which platform are you recommending, and why? \_\_\_\_\_
- ☐ Will I own the site, the domain and the accounts? \_\_\_\_\_
- ☐ What do you need from me, and by when? \_\_\_\_\_
- ☐ What could make the project take longer or cost more? \_\_\_\_\_
- ☐ How will you check nothing is lost when the old site is replaced? \_\_\_\_\_
- ☐ What happens if something breaks after launch? \_\_\_\_\_

### Your top three priorities

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_