

Website Redesign Workbook

A practical planning resource for auditing an existing website, preserving useful content and search signals, and preparing a safer launch.

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1. Why are we redesigning?

- What business change created the need for this project?
- Which visitor or staff problems are most costly?
- What must the website help people understand or complete?
- What would make the project successful twelve months after launch?

Notes

2. Current website health

- Clarity of services and audience
- Navigation and information architecture
- Mobile usability and responsive behaviour
- Content accuracy and duplication
- Search visibility and URL quality
- Performance and technical stability
- Accessibility and keyboard operation

- Security, maintenance and account ownership

Notes

3. Content inventory

- Record every important URL and page title.
- Assign an audience and purpose to each page.
- Note traffic, backlinks, leads or legal importance.
- Choose: keep, improve, merge, redirect, archive or remove.
- Assign an owner and completion status.

Notes

4. SEO migration map

- Keep stable URLs when the page purpose remains stable.
- Map every changed or retired URL to the closest relevant destination.
- Avoid redirecting unrelated pages to the homepage.
- Record canonical URL, metadata and structured data requirements.
- Prepare a clean XML sitemap containing final preferred URLs.

Notes

5. Design and technology decisions

- Which components need to be reusable?
- Does the organization truly need a CMS?
- Which integrations and third-party scripts are essential?
- What performance and accessibility requirements apply?
- Who owns the domain, hosting, analytics and source files?

Notes

6. Pre-launch gate

- Back up the current website and configuration.
- Freeze or reconcile late content changes.
- Test forms, email notifications and downloads.
- Validate responsive layouts, keyboard access and focus states.
- Test redirects, canonicals, metadata, schema and sitemap.
- Confirm analytics, consent tools and error monitoring.
- Document deployment and rollback responsibility.

Notes

7. Post-launch measurement

- Verify priority pages and forms immediately.
- Monitor 404 errors, redirect chains and crawl behaviour.
- Review organic landing pages and indexed URLs.
- Compare qualified enquiries and task completion.
- Record accessibility, performance and maintenance issues.
- Schedule a 30-day and 90-day review.

Notes

URL Migration Worksheet

Current URL	Decision	Future URL / Notes

Use a separate spreadsheet for larger sites. The important part is that every meaningful existing URL receives an intentional decision before launch.