

Website Redesign SEO Checklist

Protect your rankings, traffic and leads when launching a new website.



BEFORE THE REDESIGN

- ☐ Record current organic traffic and conversions
- ☐ Export important keyword rankings
- ☐ Review Google Search Console performance
- ☐ Crawl your existing website



SEO & MIGRATION

- ☐ Crawl and review the staging website
- ☐ Check canonical tags
- ☐ Check robots.txt and indexation settings
- ☐ Check the XML sitemap
- ☐ Preserve valuable content and on-page SEO



DURING THE BUILD

- ☐ Identify your highest-performing pages
- ☐ Identify pages with valuable backlinks
- ☐ Decide which content to keep, improve, consolidate or retire



BEFORE LAUNCH

- ☐ Test the website on mobile
- ☐ Review titles, headings and metadata
- ☐ Update internal links to new URLs
- ☐ Keep the staging website out of Google's index
- ☐ Test contact forms, bookings and checkout
- ☐ Prepare all required 301 redirects



SEO & MIGRATION

- ☐ Plan the new site structure with SEO in mind
- ☐ Map every changed URL to its new destination
- ☐ Keep existing URLs where it makes sense
- ☐ Create and test the 301 redirect map

TRACKING & TESTING



Tracking

Test GA4, GTM and key conversions before launch.



Launch

Test 301 redirects and check the live site for 404 errors.



After Launch

Monitor rankings, organic traffic and Google Search Console.



Need help with your website redesign?

New Era Digital combines website design with SEO, UX, content and conversion strategy to help protect the visibility you've already built.