

Website Redesign Checklist

BloomBinary Stack — bloombinary.com

Use this before starting a redesign, so the new site fixes real problems instead of just looking different.

1. Diagnose the Current Site First

- ☐ List the specific complaints or drop-off points on the current site (not “it looks dated” — what do users actually struggle to do?).
- ☐ Check current site speed and mobile experience — redesigns often skip this and inherit the same performance problems.
- ☐ Identify which pages get the most traffic. Those need the most care.

2. Content Audit

- ☐ List every page on the current site. Mark each: keep, rewrite, merge, or delete. Don't carry over content just because it already exists.
- ☐ Confirm you have (or will get) real copy and images before design starts — designing around placeholder text usually causes rework later.

3. Goals for the New Site

- ☐ Define the single most important action you want a visitor to take.
- ☐ Decide what “success” looks like after launch (inquiries, bookings, time on site, bounce rate — pick what's measurable for your business).
- ☐ Note any SEO rankings you currently have that you cannot afford to lose.

4. Technical Carryover

- ☐ List every existing URL that gets external links or search traffic. Plan redirects for anything that changes — this protects your SEO.
- ☐ Confirm analytics and tracking will be set up on the new site before launch, not after.
- ☐ Check integrations on the current site (forms, booking, payments, CRM) and confirm each has a plan in the new build.

5. Design & UX

- ☐ Confirm the new design solves the specific complaints from step 1 — not just a visual refresh.
- ☐ Test the new navigation with someone unfamiliar with the site. Can they find the core action without help?
- ☐ Check contrast, font sizing, and mobile responsiveness before sign-off.

6. Launch

- ☐ Set a launch date and a rollback plan in case something breaks.
- ☐ Test all forms, links, and integrations on the live domain before announcing the launch — staging environments don't catch everything.
- ☐ Monitor traffic and errors closely for the first 1–2 weeks post-launch.

Need a second opinion on your current site? Talk to us at bloombinary.com/contact