

# A Comprehensive Website Redesign SEO Checklist 2023

## Website Redesign-What It Is?



It involves significantly changing elements like

- A domain name change
- Content update
- Features/sections addition
- UI enhancement
- Mobile UX optimization and
- Rebranding

### Why Should You Consider a Website Redesign?

- Rebranding/Repositioning
- New Product/Service Launch
- Conversion Optimization on Data-Backed Insights
- Responsive Website Design Revamp



### Why Your SEO Traffic & Rankings Drop After Your Website Redesign?

- You Didn't Create Any Redirects
- The Architecture Changed
- You Gutted the Copy
- Missing Pages

### What is Importance of SEO in Web Design?

- Attracts more organic traffic
- Drives more conversions
- Helps improve user experience
- Makes your website search engine friendly
- Helps get the most of your marketing budget



### SEO Integration Points For Redesigning Pre-Design Stage

- Research Competitors
- Research Keywords and Map
- Map Website Framework Visually
- Write Copies
- Design UI

### During-Design Stage

- Audit Website
- Set Up the Test/Staging Website With Noindex Attribute
- Upgrade Design with the Old Database
- Crawl and Audit the Test/Staging Website
- Match Up Your Content
- Replace Old URLs With the New Ones
- Optimize Page Speed



### Pre-Launch Stage

- Configure Google Analytics
- Set Canonical URLs Across Your Website
- Create Hreflang Attribute
- Fix the Time to Launch

### Post-Launch Stage

- Add an Annotation in Google Analytics
- Ensure That the New Web Pages are Allowed to Be Crawled and Indexed
- ReSubmit New Sitemaps to Google
- Perform a Final Crawl After the Website Launch
- Keep an Eye on Ranking and Compare Search Results
- Monitor the Total Number of Indexed Pages in Google
- Monitor and Compare SEO Visibility and Search Traffic



### Mistakes to Avoid in Website Design

- Ignore SEO in the First Stage of Redesign Project
- Don't Change the URL Framework Unless Required Your Website
- Redirect All Old URLs to the Home Page
- Avoid Important Messages When Redesigning

Making or Breaking Your Company with Website Redesign is in your hands.

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