

## Redesign SEO Checklist

	SEO Action	If Yes/No	Status	Comments
Pre-Launch	Do all of the pages on your old site have title tags, page titles, and meta descriptions?	If yes, then make sure you can pull those over onto your new site through development If no, then either build those out for the new site or input them into the old site and then make sure to pull them over through development		
	Have you created a benchmark report?	If yes, then mark when you launched the new site to see the differences If no, then develop one containing all the metrics you are looking to track (site traffic, new leads, source of traffic, etc.)		This is the best way to view performance post launch. Record data that you find relevant to your business in how your site is performing. If you truly love data, create a few different reports: in the past year, during special event times, all historical data. With a few different timed reports you will be able to review performance more accurately.
	Does each page on your new site have a keyword focus to dictate the content that should be used on that page?	If yes, then make sure the content correlates to the keyword If no, then map out the pages on your site to match with your keywords		
	Does all of your content correlate with the keyword focus for that page?	If yes, then no extra work needed If no, then look to create new content that is relevant towards the keyword or think about a new keyword		
	Were all your image file names saved with your keywords in mind? (Google recognizes the file names of your images that you upload)	If yes, then no extra work needed If no, then remember to re save all of your images with descriptive file names including keywords and reupload for the new site		
	Do your images all have alt text?	If yes, then no extra work needed If no, then either build that out on your old site and make sure they can be transferred over or map out the alt text to the images for the site redesign As always keep keywords in mind		
	Are there any broken pages on your old site?	If yes, then create redirects to pages that closely relate to the If no then no extra work is needed		
	Have you mapped all old URLs to the new URLs for your new site?	If yes, then no extra work is needed If no, then make sure to map out all of the old pages for when the new site goes live traffic will need to be redirected to the new website.		
	Have you developed an XML Sitemap for your new website?	If yes, then no extra work is needed If no, then ask a developer to create this as a way to help search engines crawl your new website		
	Does your current site have Google Analytics and Webmaster Tools (now Search Console) in place?	If yes, then make sure that in development all of the information needed to continue tracking in Google Analytics and Webmaster Tools (now Search Console) is pulled onto the new site If no, then set up an account and have all the needed code added to your new site in development		
	Is your new site going to be responsive?	If yes, then no extra work is needed If no, then you may want to revisit the plan you had for your new site. Google demotes pages that are not responsive as this leads to a bad user experience.		Having a responsive site just means the information on the page resizes based on the size of the viewing window.
Post-Launch	Check that title tags, page titles, and meta descriptions were carried over, or input as needed			
	Review the content on each page to ensure it matches the keyword focus for that page			
	Check to make sure the image file names were used correctly and that alt text is connected to them			

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	<p>Check redirects from your old site to make sure they all bring visitors to your new site</p>			
	<p>Update content regularly/as needed keeping all of the practices above in mind</p>			
	<p>Always check for broken images/pages/links on your site and fix the issue promptly in order to not create a bad user experience for any visitors</p>			
	<p>Make sure Google Analytics, Webmaster Tools (now Search Console), and any other website tracking code that you added to the site is working properly</p>			
	<p>Submit your XML sitemap to Webmaster Tools (now Search Console)</p>			
	<p>Fill out a change of address in Webmaster Tools (now Search Console) for a domain switch</p>			
	<p>Re-visit your Benchmark report</p>			<p>Give some time to collect enough data in order to be able to compare with previous website traffic data.</p>