

10-Point Website Redesign Checklist

Not sure if you need a redesign? Work through this checklist to identify potential gaps and opportunities.

1. User experience and design

- ☐ Does your website make a strong first impression within the first three seconds?
- ☐ Is it immediately clear what your business does and who it helps?
- ☐ Can visitors easily find your key products or service information?
- ☐ Is your primary call-to-action (CTA) obvious on every relevant page?
- ☐ Does your website follow modern design principles and visual hierarchy?
- ☐ Does the design reflect your current brand identity and positioning?
- ☐ Is the website easy to navigate without users getting lost or confused?

2. Mobile experience

- ☐ Is your website fully responsive across all mobile devices?
- ☐ Can users comfortably browse and click buttons or complete forms on their phone?
- ☐ Are the images and content optimised for smaller screens?
- ☐ Have you tested the user experience on multiple mobile devices and browsers?

3. Website speed and performance

- ☐ Is your website loading within three seconds?
- ☐ Have large images been optimised and compressed?
- ☐ Have unnecessary plugins/scripts or third-party tools removed?
- ☐ Have you tested your site with Google PageSpeed Insights or Chrome DevTools?
- ☐ Are your Core Web Vitals in line with Google's recommended benchmarks?

4. SEO and search visibility

- ☐ Is your site architecture logical and easy to navigate for users and search engines?
- ☐ Are meta descriptions and heading structures used correctly?
- ☐ Is there a clear internal linking strategy?
- ☐ Have all strategic pages been identified prior to any redesign?
- ☐ Do you have an SEO migration plan if URLs are changing?

- ☐ Have SEO specialists been involved in both the planning and launch stages?

5. Branding and messaging

- ☐ Does your website accurately reflect your current brand messaging and value proposition?
- ☐ Are your visuals, colours, fonts and tone of voice consistent across the site?
- ☐ Have outdated logos or imagery been removed?
- ☐ Does the website clearly communicate what makes your business different?

6. Accessibility

- ☐ Does your website meet current WCAG accessibility recommendations?
- ☐ Can users navigate the website using a keyboard?
- ☐ Do images include meaningful alt text?
- ☐ Is the text colour contrast sufficient to be easily readable?
- ☐ Are forms and interactive elements accessible to all users?

7. Conversion optimisation

- ☐ Does your website support the way modern buyers research and make decisions?
- ☐ Are conversion paths clear and friction-free?
- ☐ Do core landing pages offer trust signals such as testimonials/reviews or case studies?
- ☐ Are enquiry forms easy to complete?
- ☐ Is there a clear next step on every page?

8. Technology and CMS

- ☐ Is your CMS actively supported and regularly updated?
- ☐ Are integrations and plugins working?
- ☐ Can your team update content easily without technical assistance?
- ☐ Is your website safe and secure from common vulnerabilities?
- ☐ Does your platform scale with your business?

9. AI search and future-proofing

- ☐ Is your content structured using clear headings and logical page hierarchy?
- ☐ Does your website provide concise answers to common customer questions?
- ☐ Is high-priority content accessible without relying heavily on JavaScript?
- ☐ Are pages designed to support discoverability in AI-powered search experiences?

- ☐ Has your website been built with both human users and search engines in mind?

10. Pre-launch website redesign checks

- ☐ All redirects have been mapped and tested
- ☐ Analytics and conversion tracking are configured correctly
- ☐ Forms have been tested
- ☐ Internal links have been reviewed
- ☐ XML sitemap has been updated
- ☐ Robots.txt file has been checked
- ☐ Mobile and desktop performance testing has been completed
- ☐ Accessibility checks have been performed
- ☐ SEO review has been completed
- ☐ Stakeholder sign-off has been obtained

If you answered 'no' to more than five of the above items, your website could be limiting conversions and online visibility.

A strategic website redesign can go a long way to fixing these problems and providing a better foundation for marketing and business improvement in the future.

Does your website need a redesign? Rocket can help.

The best redesigns solve real business problems and improve customer experiences. Whether you're dealing with declining conversions, poor SEO performance, outdated branding or a platform that's becoming difficult to manage, Rocket's team can help you create a website that's built for today's users and tomorrow's opportunities.

[Let's talk!](#)

FAQs on website redesigns

How often should a website redesign be done?

There's no specific timeframe for how often a website redesign should be done. Companies tend to check in annually and do a full revamp of their website every couple of years or so, but that's a rough guideline.

When considering a redesign, you want to do it for a reason that's going to benefit your business, not just because the site feels dated.

If the site is slow, hard to use on mobile, no longer reflective of the brand, hard to update or losing traffic, leads or conversions, then you'll want to get onto that redesign sooner. Especially for businesses where the website is for sales or lead generation, be sure to plan your redesign carefully.

A redesign can improve UX and conversions, but it can also create SEO risks if mobile content, redirects, page structure and crawlability are not handled properly. Google's index and ranking are mostly based on the mobile content of a site, so mobile performance and content parity should be a major consideration in any redesign decision.

How long does a website redesign take when working with an agency?

Timelines vary depending on scope. Smaller redesign projects may take six to eight weeks, while larger projects involving strategy, UX, content migration, SEO planning, custom development and integrations can take several months.

Rushing a redesign often creates avoidable issues later, so make sure you plan properly or choose an expert team like Rocket.

Is it better to hire a freelancer or an agency for a website redesign?

Both work, but it depends on your needs.

Freelancers usually fit smaller jobs or simpler sites.

Agencies typically provide broader expertise across design, UX, development, SEO, conversion optimisation and digital marketing.

For businesses where the website plays a significant role in lead generation or revenue, an experienced full-service agency with a proven track record provides greater strategic value. And when selecting the right one, it's always a good idea to check their [case studies](#) and [awards](#).

What should I expect from a website redesign?

Additional benefits of a website redesign cover a range of deliverables depending on scope, including:

- User experience research
- Website strategy
- Wireframes
- Visual design
- Content planning
- SEO migration planning
- Development
- Mobile optimisation
- Accessibility improvements
- Conversion optimisation
- CMS implementation

Some projects may also consist of branding updates, messaging workshops, logo development and broader digital strategy work. The most successful redesigns combine strong design with SEO best practices and a clear understanding of how users move through the website.