

☐ **1. Meet with your stakeholders**

First, meet with your stakeholders. Typically, these will include:

Web developers

Web designers

Marketers

SEOs

Project managers

In most cases, you'll have some senior-level stakeholders with a broader vision for the redesign.

Your goal is to understand what everyone wants or expects from this redesign and share your SEO must-haves.

☐ **2. Analyze your website's analytics (and SEO)**

Website analytics

Via [SEO analytics tools](#) like [Google Analytics 4](#), you can learn how users interact with your site with metrics like:

- Bounce rate
- Exit rate
- Pageviews
- Conversion rate
- And more

If you've installed a free tool like Microsoft Clarity, you can also access:

- Heatmaps
- Click maps
- Visitor recordings

SEO data

Via Google Analytics 4 and [Screaming Frog](#), your business can compile SEO data points like the following:

- URLs indexed
- Keyword positions
- Keyword impressions
- And more

Via [SEO Checker](#), our free SEO Checker tool gives you a complete audit of your site's current search engine optimization (SEO) performance and a custom report with all the details such as:

- On-page SEO
- Off-page SEO
- Technical SEO
- Local SEO

☐ **3. Map your keywords**

Since you've crawled your website, you can create an official keyword map. If you already have a keyword map, we recommend reviewing your data to ensure it's accurate.

☐ **4. Audit your website content**

Get started with auditing your content by:

- Opening Looker Studio (a free data visualization platform)
- Importing your keyword map
- Blending your keyword map with your Google Search Console data

From this report, you can analyze a URL's keyword targeting, plus its rankings.

If you like, you can also audit your content from an SEO perspective.

☐ **5. Outline your site architecture**

Outline the optimal site structure for your business. You can also consider:

- Which URLs should feature in your navigation
- Which URLs should feature in your footer
- Which URLs should update their slug

Besides earning approval for your recommended website architecture, you'll likely need to collaborate with other team members on this project.

☐ **6. Draft your 301 redirects**

Following approval for the site architecture, you can begin mapping your 301 redirects.

If you're redirecting a significant number of URLs, use formulas in Google Sheets or Microsoft Excel to streamline the process. You'll likely need to collaborate with your web development team to implement these.

☐ **7. Improve your website's UX**

Early in the web design process, emphasize the importance of usability via:

- Mobile-friendliness
- Page speed
- Accessibility

Once the design moves to a staging site, you can begin testing its page speed via [Google's PageSpeed Insights tool](#). You can also use your browser's web developer toolkit to see how a page displays on other devices.

☐ **8. Update your XML sitemap**

If you're changing your site's structure or URL slugs, update your [XML sitemap](#) once your site launches.

With tools like Yoast SEO, you can instantly update your XML sitemap.

Otherwise, you'll need to use a free sitemap generator tool and upload it to Google Search Console.

☐ **9. Check your redesigned website's SEO**

Check your redesigned website's SEO efforts with a Screaming Frog crawl. Screaming Frog is free for up to 500 URLs — if you have more, you'll need to purchase a license. Based on your crawl, you can find SEO issues fast.

☐ **10. Monitor your performance**

Log in regularly to Google Analytics 4, Microsoft Clarity, and Google Search Console to catch issues like spiked metrics or crawl errors. You should also run weekly or monthly Screaming Frog crawls to catch issues.