

Website Redesign Preparation Checklist

Before you get started, make sure you've done the preliminary work!

- Review current site and name what you love/hate about it
- Research the current site's data metrics to discover what needs improvement
- Check out the competition for inspiration
- Define your target users
- Get input from all your stakeholders
- Look into potential agencies/vendors
- Do baseline research on potential technologies
- Set your site redesign goals
- Brainstorm any content goals
- Have a clear idea for your branding and messaging
- Draft a sitemap
- Use mood boards for inspiration
- Define an ideal timeline
- Go over budget restrictions