Website Redesign Planning Worksheet

Start with evidence of what visitors need and what is failing. A clearer page, a repaired form, or a small content change may be the right first step.

Website _____ **Date** _____

01 Audit the current experience

- [ ] Choose real visitor tasks: understand a service, check fit, compare options, or make contact.
- [ ] Test those tasks on phone and computer. Note the exact page, step, and failure.
- [ ] Collect evidence: observed tests, inquiry feedback, support questions, and relevant analytics.
- [ ] Check the contact path and delivery before making decisions about visual style.

02 Record the highest-priority problems

Write the problem before the solution. Keep evidence and the person responsible together.

PRIORITY 1 **User task** _____

Page / problem _____

Evidence _____

Owner _____ **Next action** _____

PRIORITY 2 **User task** _____

Page / problem _____

Evidence _____

Owner _____ **Next action** _____

PRIORITY 3 **User task** _____

Page / problem _____

Evidence _____

Owner _____ **Next action** _____

DEFINE A GOAL YOU CAN CHECK

Measure + baseline / period _____

Desired change + review date _____

Plan the move and the checks

Keep useful content findable, confirm the contact path works, and name the person who can respond if the release causes a problem.

03 Make a URL plan

Keep a useful URL where possible. Redirect a changed URL to a relevant replacement; remove a retired page deliberately. Do not send every old URL to the homepage.

Old URL	New / destination URL	Keep / redirect / remove	Owner

For redirects, plan a permanent 301 or 308 to a matching page. Removed pages without a replacement should return 404 or 410. Test the actual result.

04 Verify before and after launch

- ☐ Check expected HTTP status codes, redirects, and genuine missing-page responses.
- ☐ Confirm the canonical URL points to the intended live page.
- ☐ Check indexability: robots rules and noindex settings match the launch plan.
- ☐ Follow key internal links; check navigation, images, and downloads.
- ☐ Test mobile layouts, zoom, keyboard use, and visible form labels.
- ☐ Submit a form; confirm receipt at the intended destination and assigned owner.
- ☐ Check confirmation messages and honest response expectations.
- ☐ Verify analytics and inquiry events; distinguish completion from clicks.

05 Assign the launch response

Launch date / time _____ **Rollback owner** _____

Rollback trigger + restore plan _____

Monitor owner + checks / schedule _____

First review date _____

Monitor errors, missing pages, inquiry delivery, and measurement after launch.

Need a second look?
wallaceshift.com/contact