

Website Relaunch Checklist

Planning & Strategy

- Select CMS
- Define relaunch goals
- Conduct target group analysis and define personas
- Define key pages & USPs
- Create roadmap incl. timeline

Analysis & Concept

- Run content audit of current site
- Conduct competitor analysis and keyword research
- Develop new information architecture
- Define clear and intuitive menu structure
- Set technical specifications

Design

- Ensure responsive design and mobile-first approach
- Create clickable prototypes (e.g., in Figma)
- Establish consistent design system
- Guarantee accessibility
- Test designs with real users

Content Implementation

- Create keyword mapping
- Optimize metadata and on-page elements
- Improve content based on SEO analysis
- Ensure content hierarchy:
 - Highlight key content
 - Use clear headings and scannable structure

Testing & Monitoring

- Run pre-, go-live, and post-launch tests and fix errors
- Submit sitemap to Google Search Console
- Hold debriefing meeting to optimize measures
- Measure success based on KPIs
- Ensure monitoring and continuous improvement

Technical Implementation

- Implement technical specifications
- Optimize site speed
- Run iterative technical testing
- Create and test redirect mapping

Any questions?
Contact us.

