

Website Redesign Project - Checklist

By: **Celine Roque**. Reference: **Source Tutorial**.

This 10-step checklist is a handy project walk-through for your redesign process: from setting your target audience to testing and launching your new website.

Refer to the [source tutorial](#) on Envato Tuts+ for details to help you complete this checklist.



10 Steps to Redesigning Your Website

1. Save Important Assets

- ___ List your website's important content (*ex. whitepapers, multimedia, etc.*)
- ___ List your top performing pages (*ex. product pages with the highest sales, landing pages with highest conversions, content pages with most visits, etc.*)
- ___ Back up these files.

2. Set Your Target Audience

Define Your Primary Target Audience/Market	Primary Target Audience Customer Journey
Define Secondary Target Audience/Market	Secondary Target Audience Customer Journey

3. Competitive Analysis

Competitor	Overall Look	Problem Areas	Good Ideas

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4. Set Your KPI Goals

KPI (ex. monthly visitors, sales, etc.)	One-Month Target	3-month Target	6-month Target	One Year Target

5. Set Your KPI Goals

Which features does your new design need?

online shopping cart

blog

landing pages (Specify:

_____)

integrated sales funnel (Specify:

_____)

multimedia elements (Specify:

_____)

online forms

social media integration

email newsletter sign-up forms

website security features (Specify:

_____)

others (Specify:

_____)

6. Set Your Budget

Budget Estimate: _____

7. Schedule Your Milestone

Key Milestones	Due Date

8. Create Your First Viable Design

	Notes
Branding	
Marketing	
Sales	
Technical	

9. Optimize Your Site

___ Add Facebook OpenGraph tags

___ Add Twitter Card tags

___ Add LinkedIn image tags and follow specifications

___ Optimize for search engines

10. Test and Revise

Test Date	Participants	Results	Revisions Needed

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