BONSAI

Website Redesign Client Checklist

Welcome to the big leagues of website redesign – where the bold embark on a journey to transform their digital space from meh to marvelous. But fear not, intrepid web explorer! This checklist isn't just a list; it's your treasure map, guiding you through the mysterious world of pixels and code. With this in your arsenal, you'll navigate the choppy waters of website redesign like a seasoned captain, avoiding the dreaded icebergs of 'I wish we'd thought of that earlier.' Ready? Let's turn that digital dream into a pixel-perfect reality!

Pre-Design Phase: "Discovery"

- [ ] **Define Goals and Objectives:**
  - [ ] Identify the main purpose of the redesign (e.g., improve user experience, increase conversions).
  - [ ] Set specific, measurable goals (e.g., increase traffic by 20%).
  - [ ] Understand Your Audience: Define your target audience and their needs and preferences.
- [ ] **Analyze Current Website:**
  - [ ] Review current site analytics for insights and set benchmarks to compare once the new site is live.
  - [ ] Identify what works and what doesn't.
- [ ] **Research and Inspiration:**
  - [ ] Gather examples of websites you admire.
  - [ ] Note the features and design elements you prefer.
- [ ] **Content Audit:**
  - [ ] Review existing content for relevance and quality.
  - [ ] Plan new content (blogs, product descriptions, etc.).
  - [ ] Create a repository of branded or stock images/videos and marketing materials for agency reference.
- [ ] **Competitor Analysis:**
  - [ ] Examine competitors' websites.

☐ Identify opportunities to stand out.

Design Phase

☐ **Design Preferences and Branding**:

    ☐ Share your brand guidelines (colors, fonts, logo).

    ☐ Discuss your design preferences and vision with the agency.

☐ **Functionality and Features:**

    ☐ List essential features (e.g., search bar, e-commerce functionality).

    ☐ Discuss any specific technology or integrations needed.

☐ **SEO and Mobile Optimization:**

    ☐ Ensure the design is SEO-friendly.

    ☐ Confirm the design is optimized for mobile devices.

☐ **Feedback on Mockups and Prototypes:**

    ☐ Provide timely feedback on design mockups.

    ☐ Participate in usability testing if available.

Development and Launch Phase

☐ **Review Developed Site:**

    ☐ Test the functionality of the website.

    ☐ Review the website on different devices and browsers.

☐ **Final Content Review:**

    ☐ Ensure all content is accurate and properly formatted.

    ☐ Check for typos and grammatical errors.

☐ **SEO Final Check:**

    ☐ Verify all SEO elements are properly implemented.

    ☐ Ensure URLs are structured correctly.

☐ **Launch Preparation:**

    ☐ Plan the launch timing.

☐   Prepare marketing materials for the launch.

☐ **Post-Launch:**

    ☐   Monitor website performance.

    ☐   Check your website rankings using SEMRush or a similar tool.

    ☐   Gather user feedback for further improvements.

And there you have it, the end of our epic journey through the labyrinth of website redesign. Remember, this checklist is more than just a series of ticks and crosses; it's your secret sauce for a website that's less 'seen it before' and more 'can't take my eyes off it.' With every box you check, you're one step closer to digital greatness. So wield this list with the wisdom of a web wizard, and watch as your site transforms from a humble caterpillar into a magnificent, user-engaging butterfly. Happy redesigning!