



## Website Redesign Checklist

If your site has **major usability issues, outdated technology, or doesn't support your business goals**, it's time for a full redesign. Use this checklist when looking through your website. If you are a new business or are not comfortable asking your customers for feedback, you can always reach out to a friend or family member to get their feedback.

### Your Site Isn't Mobile-Friendly

- Is your site easy to read and navigate on your phone?
- Do you or your customers have to pinch, zoom, or scroll to read content?
- Is it easy to tap links, buttons, and menus?
- Does your website load quickly on your phone or tablet?

### It's Hard to Update Content

- Are you able to update images and text easily on your website?
- Has your website been updated in the last 3 – 5 years?
- Are you constantly getting alerts or emails that your website needs to be updated?
- Is updating your website daunting or overwhelming?
- Has it been more than 12 months since you updated a plugin or website theme?
- Did the functionality change on your website since you made the update? Is it harder or easier to make changes?

### Your Business Has Changed

- Did you change the products, services or locations your business provides? Is this reflected on your website?
- Have you updated your logo, business cards, signage recently? Does your website match your new branding?
- Do your customers know what your business is about?
- Do you look at your competitors and wish you had a website like theirs?

### SEO & Conversions Are Suffering

- Do your customers call you and tell you they couldn't find your pricing or product online?
- Are you noticing fewer inquiries, bookings or sales?

Additional Comments or Thoughts

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