

CHECKLIST FROM SYVERA STUDIO

The Pre-Redesign Audit Checklist

Before you redesign your website, run this audit. Most redesigns fail because they fix the wrong problems , this checklist makes sure yours fixes the right ones.

Redesigns are expensive. Done well, they unlock growth for years. Done badly, they damage SEO, confuse customers, and waste budget. This audit ensures you know exactly what's broken (and what isn't) before spending a single pound on a redesign.

Business and Goals

<input type="checkbox"/>	I've documented exactly why I want to redesign this website
<input type="checkbox"/>	I've defined what success looks like 6 months after the redesign
<input type="checkbox"/>	I've identified 3 specific business problems the redesign will solve
<input type="checkbox"/>	I've decided whether this is a refresh, a redesign, or a full rebuild

Performance Audit

<input type="checkbox"/>	I know my current site's Core Web Vitals scores (mobile and desktop)
<input type="checkbox"/>	I know my current bounce rate, session duration, and conversion rate
<input type="checkbox"/>	I've identified my best-performing pages by traffic and conversions
<input type="checkbox"/>	I've identified my worst-performing pages and understood why
<input type="checkbox"/>	I know which pages generate the most leads or sales

SEO Audit

<input type="checkbox"/>	I've exported a list of all my currently ranking keywords
<input type="checkbox"/>	I've identified pages that rank in positions 4-20 (biggest opportunities)
<input type="checkbox"/>	I've mapped my existing URLs to their planned new URLs
<input type="checkbox"/>	I have a 301 redirect plan to protect existing SEO equity
<input type="checkbox"/>	I've reviewed Google Search Console for crawl errors and indexing issues
<input type="checkbox"/>	I've audited my current backlink profile

Content Audit

<input type="checkbox"/>	I've reviewed every page and decided: keep, update, or delete
<input type="checkbox"/>	I've identified content gaps where new pages should be created
<input type="checkbox"/>	I've checked whether my brand voice is consistent across the site
<input type="checkbox"/>	I have plans for who will rewrite or update outdated content

User Experience Audit

<input type="checkbox"/>	I've watched session recordings or used heatmaps for key pages
<input type="checkbox"/>	I've tested the site on my own phone , honestly
<input type="checkbox"/>	I've collected feedback from at least 5 real users
<input type="checkbox"/>	I've identified the top 3 friction points users hit
<input type="checkbox"/>	I've reviewed every form for unnecessary fields and friction

Technical Audit

<input type="checkbox"/>	I know which CMS or platform I'm currently on
<input type="checkbox"/>	I've decided whether to stay on this platform or migrate
<input type="checkbox"/>	I have current backups of the entire website and database
<input type="checkbox"/>	I've documented every integration the site relies on
<input type="checkbox"/>	I know my current hosting setup and its limitations

YOUR AUDIT IS DONE.

Now make sure the redesign actually fixes the right things.

If you'd like an expert second opinion on your audit findings, or a partner who handles the entire redesign without you losing any SEO equity, we'd love to help.

Planning a redesign?

Book a free 30-minute audit review call. We'll review your findings and help you scope the right project.

syverastudio.digital/book-a-free-consultation