

The Essential Checklist for managing website redesigns and platform changes.

This is the list of essential items as mentioned in the how to “Redesign Your Website Without KILLING Your SEO” video. The following areas **MUST** be handled appropriately to ensure that you do not ruin your current SEO. Once you understand every point, please sign below.

If you have any questions about either the video or the checklist, feel free to email us at: hello@marketingjuice.com.au

- All URLs need to be recreated **EXACTLY** as it is now. No folder changes, no/changes and nothing added.
- File names to remain unchanged – all existing files and folders should retain their previous names.
- All existing SEO titles and meta descriptions **MUST** be recreated exactly as they are now (i.e. nothing added or removed).
- If you use plugins, make sure they do not alter the current settings.
- Home page content must be copied *exactly* from the existing home page. It is better to have thick well-written content than thin minimalist style pages (use accordion-style sections if you still want a minimalist style home page).
- Home page linking must be *exactly* the same or closely resemble the inner linking from the old home page (the closer the better).
- Home navigation menu: All links from the home page to other pages on the site are *critically* important. Ideally no changes will be made. If links to high ranking pages are removed, they should be added somewhere else on the page (ie: to the footer).
- On page optimisation needs to be recreated *as close as possible* (i.e. the H1, H2, H3, image file name/alt text and other tags).
- All tables and other elements should be tagged correctly.
- Images should retain their existing file names and any alt text used.
- All internal page site linking (header/footer) ideally should remain unchanged.

- All inner page content should remain as close to what it is/was on the existing site. DO NOT reduce word count OR remove important keywords.
- Inner linking between pages should be retained and recreated on the new site.
- Site map and Robot.txt. file should be recreated as they are currently.
- All no index vs. index files should be *carefully* carried over.
- Any existing canonical tags *must* be carried across.
- Site speed – should be the same or faster as with the original site.
- User behaviour – Large changes to the user behaviour path should be allowed for (changes kept to a minimum).

Remember that you want to minimise the number of changes that you are making at once.

Declaration

I _____, declare that:

(Print Name)

- I have read the points above and understand that they are essential for our website.
- If I am confused by anything listed above, I will ask questions.
- I will get permission **before** I make any changes to the above.
- I am completely responsible for my assigned section.

By signing this form, you agree that you have read everything above and will be held accountable if you do not follow these guidelines.

(Signature)

Date: ____/____/____
(dd/mm/yyyy)