



# Section 1: Before You Redesign

Get clarity before spending a single dollar. This section helps you identify what's broken, what to keep, and what your new website really needs to do.

1. Introduction

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# Website Redesign Checklist

### **Audit Your Current Website**

- Is your website slow, hard to navigate, or not mobile-friendly?
- What pages do people visit the most, and where do they drop off?
- Do you get regular leads, sales, or bookings from your site?

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Use free tools like Google Analytics, PageSpeed Insights, and Hotjar to see what's working and what's not.

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### Fill this out:

Q: What's one thing your current website does well?

A: \_

Q: What frustrates you most about it?

A: \_\_\_\_\_

## **Define Your Business Goals**

- 🗆 What do you want your new website to help you do?

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A good website doesn't just look pretty. It should bring more calls, bookings, purchases, or signups.

## Fill this out:

Q: What's the most important goal for your new website?

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A: .
```

Q: How will you measure success? (E.g. more bookings, higher conversions)

#### **Understand Your Ideal Customer**

Who are they? What do they care about most when visiting your site?
What's stopping them from buying, booking, or reaching out?
What would make them trust you more?

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Think like your customer: What would make you buy if you were visiting your site for the first time?

#### Fill this out:

Q: Describe your ideal customer in one sentence:

A: \_

Q: What's their biggest fear or doubt about working with you?

A: \_\_\_\_\_

## **Study Competitors & Trends**

What websites in your industry do you admire?

What do they do better than yours?

What gaps can your website fill that theirs don't?

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You don't have to copy your competitors — but you do need to match their standard (or beat it).

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#### Fill this out:

Q: List 1–2 competitor websites you like:

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A: ____
```

Q: One feature or section they have that you'd love to include:

## List What's Working and What Needs to Go

- □ Which pages, photos, or texts do you want to keep?
- □ What feels outdated, off-brand, or clunky?
- What content brings traffic, sales, or questions?

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Don't throw everything away. Keep what works – clean up what doesn't.

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#### Fill this out:

Q: Top 5 pages that already perform well on your website:

A: \_

Q: One thing you know needs to go:

A: \_\_\_\_\_

## **Plan Your Budget Around Priorities**

□ How much are you willing to invest now?

- Which pages bring the most value, and should be done first?
- Do you want a website redesign agency or freelancers?

If budgets are tight, hire a website redesign agency like Antibe since our starting cost is \$1,000

#### Fill this out:

Q: Estimated budget for redesign:

A:

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Q: Which 2 pages should be redesigned first?

#### List What's Working and What Needs to Go

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- A: \_\_\_\_
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- A: \_\_\_\_\_

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# Section 2: While Your Website Redesign is Ongoing

Now that you've kicked off your redesign, here's how to stay involved without getting overwhelmed and make sure your new site delivers results.

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## Stay Involved – But Don't Micromanage

- Review drafts and designs on time
- Give clear, helpful feedback (what to keep, remove, or change)
- Trust the expert you hired to do their job

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The best results happen when business owners focus on the big picture and leave the design work to the pros.

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#### Fill this out:

Q: What's the one thing you want your design agency to absolutely get right? A:

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A: \_\_\_\_

#### Test the Website on Mobile & Desktop Early

- Check for mobile responsiveness
- See how pages load across devices and browsers
- □ Test buttons, links, forms do they work?

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#### Fill this out:

Q: Any issues you spotted on mobile or desktop so far:

A: \_

## **Review the Copy & Messaging**

- Does it sound like your brand?
- □ Is the message clear and compelling?
- □ Are your services/products easy to understand?

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Every word on your website should guide your visitor to take action — whether it's buying, booking, or contacting you.

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#### Fill this out:

Q: One section of text you love (or want to change):

A: \_\_\_\_

## **Ensure SEO Basics Are in Place**

- □ Are important pages optimized for relevant keywords?
- Do images have alt text?
- □ Are meta titles and descriptions written?

You need to hire a Website Redesign Agency that does SEO marketing like Antibe

#### Fill this out:

Q: Top 3 keywords you want your site to show up for:

A:

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## **Confirm Your Tracking Is Set Up**

- □ Are goals set up (like form submissions, calls, purchases)?
- Do you have access to the analytics account?
- Check if automation installation & security of the site



Don't play with automation and security of your website

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#### Fill this out:

Q: How easy will it be for you to access automation data from your website: A: \_\_\_\_\_





## Section 3: After the Website Redesign

Your website is live — now what? Here's how to make sure it's working for your business, bringing in leads, and getting found online.

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## **Check for Broken Links & Technical Glitches**

- □ Test all internal links and navigation
- D Check that forms, buttons, and checkout (if applicable) are working
- Verify loading speed on both mobile and desktop

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Don't play with automation and security of your website

#### Fill this out:

Q: Any issues you noticed post-launch:

#### A: \_\_\_\_\_

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A:

#### **Compare Before & After Metrics**

- Look at your traffic, bounce rate, and conversions
- Compare with your old website's performance
- □ Ask: are visitors spending more time, clicking more, or converting better?

Improvement takes time, but you should start to see wins like more calls, signups, or page views within a few weeks.

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#### Fill this out:

Q: What's one win you've seen since launching the new site?

## Launch a Small Paid Ads Campaign

- Set up a basic Google Ads or Meta Ads campaign
- Drive traffic to your high-converting pages (like services or booking)
- Track how many clicks, signups, or sales you get from ads

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Running ads, even with a small budget, gets you quick, measurable traffic and helps you test your new site's effectiveness.

We help you design landing pages and help you run the ads for you at Antibe.

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#### Fill this out:

Q: Which page will you promote first with ads?

A: \_\_

## **Ask for Feedback From Real Visitors**

- Ask customers or friends to review the new site
- Use a tool like Hotjar or a quick poll to collect user feedback
- Tweak anything that's confusing or unclear

Sometimes what you love isn't what your customers find useful. Listening to feedback is how you refine for conversions.

#### Fill this out:

Q: One piece of feedback you've gotten from a customer:

#### **Keep Your Website Fresh & Active**

- Add new content (blogs, portfolio, reviews) regularly
- □ Keep your product/service pages updated
- □ Share links to your site on social media or email campaigns

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A website is never "done." The businesses that win online treat their websites like living, evolving assets.

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#### Fill this out:

Q: One update or piece of content you plan to add soon:

A: \_\_\_\_\_



# Ready to Redesign Your Website?

We are a **website design** agency and Boutique digital Marketing Agency.

Call Antibe

"Book a free call."

Our team →

