Website Refresh Checklist

Things to check when planning a website refresh.

Content Updates

Review your website content and check for
o Redundant content and duplicate information
    o What pages can be condensed or combined?
    o Is there extraneous information that can be deleted?
o Outdated Information
o Missing Content
    o Do you have information (new products, services, updates etc.) that needs added?
    o Is there a new feature or section you'd like to add?
o A shift in tone—does your design or content need to be updated to reflect a shift in your brand?

Design Updates

Remember to keep your branding, business goals and audience in mind.
o Have you made any changes to your branding since the website was built or last updated?
    o If so, how should the website be updated to reflect those changes?
o Does the design of your website feel like it fits your target audience?
o Are there elements on your website that look dated, or are not user friendly, that could make a big impact if updated?
o Looking at competitors' websites (or other individuals or organizations similar to you), do you notice any trends in the content included or the way it's displayed that might be helpful to implement? (Ex: a resource library, a blog, case studies, testimonials, etc.)
    o Do these websites differ dramatically in tone or style? (This isn't always a bad thing, but could occasionally be a sign you may need to make some updates.)

Technology Updates

o Is your tech stack meeting your business needs?
    o Are you able to make updates or add new features to help accomplish goals?
    o Are there pain points that could be addressed by switching to a different platform?
    o Would it be more efficient or easier to accomplish tasks if your website was updated to a newer technology?
o Is your technology secure?
    o Is your website relying on any unsupported or deprecated features?
    o Are all themes, plugins, and frameworks/systems up to date?
    o Have old or unused user accounts been deactivated?
    o Are passwords secure/have they been changed recently?