



Online Marketing Checklist  
for **SITE REDESIGNS**

**USABILITY**  
PageRank Tumb  
**LINK BAIT** **SEO**  
ANALYTICS  
Exact Match

**PH**  
**RASE**  
**MA**  
**TCH**

## Your New Site Redesign

Yes there are a million checklists online to help web developers with site redesigns, highlighting all the things they shouldn't forget to do, or check, from a design and development perspective.

However, your web designer/developer isn't necessarily going to remind you to put your remarketing tag on your new site, or update your destination URLs in your email marketing campaigns. Sometimes you only find out about these things weeks later, when you stumble across something broken, or when one of your customers alerts you to a problem.

We've worked with many clients going through redesigns and have made this checklist as a resource to help you [make sure your online marketing survives your site redesign](#).

Note that some of the tips are only necessary if your URLs change, whether because you are moving to a new domain or because the structure of your site changes.

Also note that this is a checklist for [online](#) marketing - if you change domains or URLs you will also need to update any [offline](#) marketing materials that use those, such as business cards, flyers, print ads, etc.

## SEO Through a Redesign

A complete and thorough guide to SEO for a site redesign would be an entirely separate document. It isn't just about ensuring your content still matches your targeted keywords, it's also about making sure your internal links still work, your canonicals are in place if needed, your robots.txt doesn't block your site, your sitemap.xml has been updated and many other things.

During a site redesign, you should consult with an SEO specialist to ensure your site will retain its search engine value. After your redesign you should also review whether your site still adheres to SEO best practices ([here's one](#) checklist we prepared earlier) to confirm that you're still ticking all the boxes.

One of the most important things to do for SEO is to ensure that your old pages 301 redirect to the most relevant new pages. This will mean that the history that the old pages have will get passed onto the new pages.

## Google Analytics & Other Tags

Since you are doing a whole site redesign anyway, you might want to consider updating all your online marketing tags (e.g. Facebook tracking, Remarketing and Adwords conversion tracking) to use the [Google Tag Manager](#). This will make it easier going forward to manage your tags, and you won't need a developer's help every time you want to implement a new one.

Note that if you are using Google Tag Manager, some of these won't need to be done on-site.

If you don't currently use Tag Manager, and don't want to start, don't forget to:

- Put your analytics code sitewide
- Check your goal URLs are still accurate
- Put Event tracking links onto your relevant buttons/downloads/links
- Set up Ecommerce Tracking
- Confirm your Adwords/Facebook/Other conversion tags
- Put remarketing tags back on

## Google WebMasterTools

Verify your site in [Webmaster tools](#). If you are moving the site to a new domain let Google know here when you do it. You can also see a list of links to your site - if the target pages don't exist any more, make sure redirects are in place or contact the site owner and ask them to update the links.

If you have rich snippets, (a redesign is an ideal time to add them - see [www.schema.org](http://www.schema.org) for more information), you can use Google's [rich snippet](#) tool to see if the developer has implemented the code correctly.

## Google Adwords

While link redirects should be sufficient to ensure your ads are going to the right pages, ideally you would eventually change the destination URLs in your Adwords interface. Don't forget to change links in these locations:

- Ad destination URLs
- Keywords destination URLs
- Site extensions

Don't forget to place your remarketing tags on your new site (either directly or in your Google Tag Manager). If you are segmenting traffic by page, don't forget to update the URLs in your 'audiences' as well.

You should also check that your conversion tracking is still on the appropriate page.

## Update Product Feeds

If you are an online retailer you might have product feeds going to multiple sites, for example, comparison shopping sites. Don't forget to update these.

If you are using Google Product Listing Ads you will need to update your feed in Google Merchant Center.

## Other Paid Ads

Update destination URLs in all your other paid ads. Don't forget:

- Facebook
- LinkedIn
- Bing
- Yahoo (soon to be only display in Australia)
- Niche ad networks
- Any paid ad agreements you have with industry websites, magazines, directories.

## Email Marketing

Update your email marketing templates

Update the footers in all your emails

## Social Profiles

If you are linking to any pages with a changed destination URL, update them in your profiles

- Twitter Bio
- YouTube Channel
- YouTube in-video
- Facebook About page
- Facebook tabs
- LinkedIn
- GooglePlus About page
- GooglePlus - linked authored articles
- Pinterest

## Tie Up The Loose Ends

This list might not catch every mention of your site online, so to double check:

- Google your business name, and check the entries
- Use [MOZ](#) or another backlink checker to see where sites have linked to you, and double check they still have the right details. (If you have changed domains, of course you have to check the backlinks of your old domain)

## SOCIAL MEDIA

MooMu Media offers digital marketing consulting services including Search Engine Optimisation, Pay-Per-Click Marketing, Social Media and Web Analytics.

Our current clients include online retail, professional services, recruitment, media and finance, and we work on sites across Australia, the UK, North America, Europe and Asia.

If you need more information about any advice provided in this document, please visit our website, [www.moomumedia.com](http://www.moomumedia.com), or contact us at:

+61 2 8003 5520

[enquiries@moomumedia.com](mailto:enquiries@moomumedia.com)

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