THE CREATIVE PIXELS

Website Redesign Starter Checklist

Organize your ideas and kick off your redesign with clarity.

🔍 Discovery Phase

- ☐ Write down 1–3 clear goals for the new website (e.g., get more leads, improve mobile experience)
- ☐ Define your primary audience and what they expect from your website
- ☐ Check how users currently interact with your site (analytics, feedback, behavior)
- ☐ List what's currently working well on your site
- ☐ Identify the things that are confusing, outdated, or frustrating to users

💡 Planning Phase

- ☐ Collect 2–3 website examples you love (and note what you like about them)
- ☐ Review your branding (logo, colors, fonts, tone) and update if needed
- ☐ Outline essential pages and features needed on the new site
- ☐ Audit existing content: what stays, what needs editing, and what's missing

💰 Budget & Tools

- ☐ Set a realistic budget for design, development, and ongoing maintenance
- ☐ Consider ongoing costs like hosting, domains, and security tools
- ☐ Consider breaking the budget down to monthly or yearly costs
- ☐ Consider your strengths and weaknesses (time vs money, DIY or hiring)

📋 Timeline & Next Steps

- ☐ Create a rough project timeline
- ☐ Identify key decision-makers (if any) for reviews and approvals
- ☐ Organize all assets (logos, copy, photos) in a shared folder for easy access