Website Redesign Checklist for Service Businesses

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A practical website redesign checklist for service businesses: define the goal, organise proof, plan mobile layouts and protect the routes that already bring enquiries.

Define what the redesign must improve

A redesign brief should explain a business problem in plain language. Perhaps prospects cannot distinguish your services, your strongest work is difficult to find, or people call with questions the website should answer. Choose the most important problem before choosing colours or animation. A new appearance can support that goal, but it is not a goal by itself.

List the questions a suitable client asks before contacting you. For a construction firm, these might concern project scope and relevant experience. For a homestay, they might concern rooms, arrival and enquiry dates. Organise the website around those decisions rather than copying a competitor’s navigation.

Review the website you already have

Before removing pages, make an inventory of the current URLs, content, downloads and enquiry routes. Where access exists, review search queries, landing pages and actual enquiries with the person who follows up. Separate observed problems from assumptions. A low number of enquiries alone does not tell you whether the problem is traffic, relevance, trust or the contact process.

Check the basics on a phone: can someone read the headline, find a relevant service, inspect a project and contact you without zooming? Try the real forms with permission and verify the receiving inbox. A polished confirmation message is not proof that a lead has been delivered.

Prepare evidence before designing the pages

Collect approved project images, accurate service descriptions, team information and permission to publish client feedback. Give each case study a clear role: explain the assignment, your contribution and what was delivered. Do not invent outcomes to fill a visual template. If a photograph is illustrative, distinguish it from completed client work.

Assign an owner to each piece of content and agree when it will be available. A small set of specific, reliable case studies is more useful than a large gallery that leaves visitors guessing. This preparation also helps the designer choose image sizes, page structures and reusable components.

Design mobile decisions, not smaller desktop screens

A useful mobile design establishes a clear order. The hero introduces the offer, the next sections provide supporting evidence, and contact actions appear where a person has enough context to act. Keep headline sizes intentional, buttons comfortably usable and images fully legible. Complex motion should respect reduced-motion preferences.

Show the content in realistic layouts before approving the visual direction. Long project names, multiple service categories and validation messages should fit without breaking the page. Review the navigation, project gallery and enquiry states as connected journeys rather than isolated screenshots.

Plan search continuity and the launch checks

If a URL changes, map the old page to its relevant replacement and implement an appropriate permanent redirect where the hosting supports it. Google’s site-move guidance recommends checking redirects, canonical annotations and indexing rules. Update internal links and the sitemap as part of the same release. Avoid sending unrelated old pages to the homepage by default.

Test real devices, missing-page responses, page titles, contact actions and form errors before launch. Retain the approved analytics and verification settings. Search performance can fluctuate after changes; no redesign checklist can guarantee rankings. The purpose is to avoid preventable technical and content gaps while making the site easier to use.

Measure the result after handover

Agree what will be measured before launch. For a service business, useful measures may include accepted enquiries, relevant project briefs and consultations arranged. Keep clicks distinct from qualified leads. Review the quality of conversations with the person receiving them, because a dashboard cannot determine project suitability on its own.

A practical redesign ends with clear ownership: who updates projects, who handles enquiries and who maintains integrations? Keep a launch checklist and a short update guide. If you need help deciding where to begin, explore Mavocado’s website design services or request a focused UX audit of your most important customer journey.

Further Reading

Google Search Central: site moves with URL changes