Refiner Agency

22-Point B2B Website Redesign Checklist

Mark each check as ready, needs work or not applicable before agency discovery.

Conversion readiness

- ☐ 1. Agree what counts as a qualified enquiry with sales.
- ☐ 2. Record enquiry and opportunity baselines by channel.
- ☐ 3. Map the needs of buyers, finance and procurement.
- ☐ 4. Check priority pages give each audience a clear next step.
- ☐ 5. Test demo and enquiry forms on desktop and mobile.
- ☐ 6. Check confirmation messages and follow-up ownership.
- ☐ 7. Review recent enquiries for missing handover context.
- ☐ 8. Confirm case studies and testimonials are approved and accurate.

Tech stack performance

- ☐ 9. Confirm marketers can publish and edit in the proposed CMS.
- ☐ 10. Inventory CRM, analytics and marketing integrations.
- ☐ 11. Test lead delivery to the CRM end to end.
- ☐ 12. Check LCP, INP and CLS on representative pages.
- ☐ 13. Check keyboard access, labels, contrast and mobile readability.
- ☐ 14. Review consent, privacy and data collection requirements.
- ☐ 15. Agree backups, access ownership and a rollback plan.

SEO migration and launch

- ☐ 16. Crawl and export all existing indexable URLs.
- ☐ 17. Identify pages with valuable organic traffic and backlinks.
- ☐ 18. Map each retired URL to the closest relevant replacement.
- ☐ 19. Test 301 redirects for loops, chains and wrong destinations.
- ☐ 20. Preserve valuable page intent, headings and useful body content.
- ☐ 21. Check canonicals, indexability, internal links and sitemap URLs.
- ☐ 22. Monitor Search Console, errors and conversions after launch.