



FREE WEBSITE REVIEW CHECKLIST 2026

Most businesses reach a point where their digital presence no longer reflects their current offering or brand. This can happen for several reasons—such as a shift in direction, a rebrand, poor SEO performance, or a website that wasn't built with enough strategic consideration.

When it comes to redesigning your business website some initial investment of time in considering what you need not only saves you money through scope creep, but will allow you to enter into a development project with clear goals and objectives.

At PepperStreet, website strategy is a core part of our service. We challenge assumptions around your digital presence to ensure it truly supports your business goals. The questions below are designed to help you gain clarity and move forward with confidence, creating a website that works effectively for your business.

Website Revamp Checklist

Before starting a website redesign, use this guide to get clear on what you want your site to achieve. The clearer this is, the better the outcome.

1. Goals & Purpose

- What is your main goal? (enquiries, sales, leads, trust)
- Who is your ideal customer?
- Has your audience changed?
- What isn't working on your current site?

2. Homepage Clarity

- Your homepage should answer instantly:
 - What do you do or offer?
 - Who is it for?
 - What should the user do next?
- Ask yourself:
 - Is it obvious what you offer?
 - Is your language straightforward, or does it rely on vague or conceptual wording?
 - Do you highlight the benefit to the customer?

3. Messaging & Positioning

- What makes you different?
- Why should someone choose you?
- Are you solving a clear problem?
- Are you using customer language?

4. Design & Visual Style

- Does your site feel modern?
- Does it match your brand?
- Is it right for your audience?
- Do you need a redesign or just improvements?

5. Content

- Is content up to date? In terms of what you offer and pricing?
- Are services clearly explained?
- Are pages missing (FAQs, case studies)?

- Can anything be removed or simplified?
- Is your blog/news current if applicable?
- Are your social media channels easy to find?

6. Images & Visual Content

- Are images high quality?
- Do they reflect your products and or services?
- Would new photos/video help?

7. Functionality

- Is it easy to contact you? Preferably from any page?
- If you sell is the checkout process easy to use?
- Are forms working?
- Is there any functionality that isn't working on the current site?
- Do you need booking, e-commerce, or membership or additional functionality which would automate some business procedures?

8. User Experience (UX)

- Is navigation simple? Is the language user appropriate?
- Can users find things quickly within 1-2 clicks?
- Does it work on mobile?

9. SEO (Search Visibility)

- Are you showing up on Google?
- Is google my business active and up to date?
- Do you have a list of keywords for business?
- Is your onPage SEO optimized, image alt tags, basic SEO plugins?

- Do you need an SEO audit as part of a rebuild?

10. Conversion & Performance

- Do you have google analytics installed and are your monitoring it?
- Where are users dropping off?
- Are calls-to-action effective?

11. Tracking & Data

- Do you have analytics set up?
- Are you tracking enquiries and conversions?
- Do you know what's working?
- How will you measure the success of a redesigned site?

12. Security and Accessibility

- What security is on the website does this need improving?
- Do you have accessibility options in place?
- What level of accessibility does the site requires? WCAG
- Are you meeting all GDPR requirements?

13. Internal support during project and post launch

- What internal resources are available to help with a relaunch?
- Who will be the main point of contact?
- Who will make strategic decisions?
- Who will maintain the site post launch?
- Do you need training included?

14. Budget & Timeline

- What is your budget for a redesign?
- Do you have additional costs? E.g photography, hosting, SEO, copywriting?



- Are you working to a deadline such as a conference or product launch?
- Think about micro agencies versus large digital agencies

Next Steps

A website revamp isn't just about design. It's about clarity, user experience, performance, and conversion. Once you have worked through these questions, please book in an initial call and we can discuss scope and budgets.

The next step is to put together a detailed scope document which details all the work and outcomes you require. What you need to provide and what PepperStreet will do.

This is simply a starting point so that you go into a redesign project aware and fully informed.

We look forward to working with you.

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