



PARADISE
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WEB SERVICES

WEBSITE REDESIGN GUIDE

A practical roadmap for planning, rebuilding, migrating, testing and launching
a modern business website

Redesign with a plan - not just a new look

A successful website redesign connects business goals, visitor needs, content, design, technology, SEO, security, accessibility, performance and ongoing operations. This guide organizes the redesign process into clear phases so important work is not left until launch week.

Paradise Technologies Web Services

webservices.paradise-technologies.com

Website Redesign at a Glance

Move from discovery to strategy, design, build, migration, QA and launch - with content and SEO considered throughout.

Large redesigns succeed when milestones are considered deliberately, development and marketing collaborate closely, and testing happens throughout the build rather than only at the end.

Key principle

Do not treat design, development, content and migration as separate islands. The strongest redesigns coordinate these workstreams from the beginning.

Phase	Primary Goal	Key Outputs
1. Kickoff	Define ownership, approvals and resources.	Stakeholders, decision rights, scope, schedule, communication plan.
2. Research	Understand user behavior and business needs.	Analytics review, content inventory, user journeys, conversion priorities.
3. Strategy	Set direction for the new site.	Audience priorities, information architecture, KPIs, SEO and migration plan.
4. Design	Create a flexible visual system.	Wireframes, reusable components, responsive layouts, design system.
5. Infrastructure	Prepare environments and workflows.	Development/staging/production, version control, hosting, deployments.
6. Content	Create a scalable content model.	Content types, taxonomy, components, editorial roles.
7. Development	Build the site and integrations.	Templates, components, forms, APIs, front-end implementation.
8. QA & Migration	Move safely to production.	Testing, redirects, content migration, launch validation.

1. Kickoff & Research: Start With Ownership and Evidence

Define ownership before work begins

A redesign can involve leadership, marketing, IT, operations, compliance, sales and outside vendors. Before work begins, define who owns the outcome, who owns each workstream and who has authority to approve decisions.

- Executive sponsor and project owner
- Day-to-day project manager
- Content owners and subject-matter experts
- Design and brand approvers
- Technical owner and hosting/infrastructure contacts
- SEO, analytics and marketing stakeholders
- Legal, privacy or compliance reviewers when applicable
- Final launch approval authority

Paradise Technologies recommendation

Name one accountable decision-maker and document how unresolved questions are escalated. Projects slow down quickly when everyone can comment but nobody can decide.

Use research to challenge assumptions

The source guide warns against relying only on internal opinions. Analytics and business knowledge should be used together to determine what users actually value and where the current site creates friction.

Research inputs

- [] Top landing pages, exits, conversions and device mix
- [] Pages that generate qualified leads, calls, bookings or purchases
- [] Search Console queries and organic landing pages
- [] Common sales and support questions
- [] High-value URLs that must retain visibility
- [] Content that is outdated, duplicated, thin or no longer needed

2. Strategic Planning & Design: Define the Site Before You Build It

Set audiences, goals and conversion paths

A redesign should be organized around the people who use the site, not the internal structure of the company. Define the primary audiences, what they need, and the actions the website should make easier.

- Increase qualified inquiries or leads
- Improve sales, bookings or registrations
- Reduce support calls by answering common questions
- Improve mobile usability
- Protect and improve organic search visibility
- Increase engagement with priority content
- Improve page speed and Core Web Vitals
- Make content easier for staff to update

Plan SEO migration early

If URLs, navigation or content are changing, SEO migration is part of the redesign - not a launch-day task. Inventory important URLs, define redirects, preserve valuable content where appropriate and benchmark search performance before the switch.

Create a reusable design system

The source guide emphasizes component-based design. The same principle applies to WordPress, PHP and other modern environments: create reusable sections rather than one-off page designs.

- Define typography, spacing, buttons, forms, cards, tables and alerts consistently.
- Design desktop, tablet and mobile states together.
- Align creative ideas with how components will actually be developed.
- Prepare development, staging and production environments before the build accelerates.
- Use version control and a documented deployment workflow.

Avoid a common redesign problem

A beautiful design can become expensive to implement if it ignores component reuse, responsive behavior or technical constraints. Designers and developers should collaborate while the system is being defined.

3. Content Strategy: Redesign the Content Model, Not Just the Pages

A redesign is a strong opportunity to revisit the content model itself. Business needs change over time, and content structures that once worked can become difficult to maintain.

Audit before migrating

- What content must move to the new site?
- What content is still accurate and valuable?
- Which pages generate meaningful traffic or conversions?
- Which pages can be merged, rewritten or retired?
- Which pages require a redirect?
- Which content must remain editable by non-technical staff?

Structured vs. flexible content

Repeatable content - such as articles, locations, services, events or team profiles - benefits from consistent fields and templates. Highly flexible pages such as homepages or major campaign pages often need reusable components that can be arranged in different ways.

Simplify where possible

Content models tend to grow over time. Redesign is a good point to consolidate unused content types, reduce redundant options, standardize image handling and simplify the editing experience.

Content migration warning

Migration effort is often underestimated. Every page that moves may require mapping, cleanup, review, metadata checks, image validation and redirect decisions.

Define content ownership

- Who writes or approves each content type?
- Which roles can publish, edit or only review?
- What content requires legal or compliance review?
- How will old or outdated content be identified after launch?

4. Development & Infrastructure: Build From the Foundation Out

Once the architecture, content model, design system and infrastructure are ready, development can move more efficiently. The source guide recommends establishing the foundational structures first and then moving through front-end implementation.

Development priorities

- Implement content structures and templates.
- Create reusable components and design-system patterns.
- Build forms, integrations and custom functionality.
- Apply taxonomy, navigation and permissions.
- Migrate or upgrade custom code carefully.
- Prefer supported software and minimize unnecessary custom code.
- Test features as they are completed rather than waiting for final QA.

Prepare the technical environments

- Development environment for active work
- Staging environment for review and QA
- Production environment for the live site
- Version control and deployment workflow
- Backups and rollback procedures
- DNS, SSL/TLS and Cloudflare planning where applicable

Plan how you are going to build before the build accelerates

Infrastructure and workflow decisions made early reduce confusion, deployment risk and wasted development time later in the project.

5. Testing, Migration & Launch: QA Throughout the Project

The source guide treats the build as a continual testing environment. Completed work should move into a non-production environment where QA can begin immediately instead of waiting until the end.

Test from multiple perspectives

- Desktop, tablet and mobile layouts
- Current versions of major browsers
- Navigation, search and internal links
- Forms, validation, notifications and spam controls
- Account, checkout or booking workflows when applicable
- Roles, permissions and editing workflows
- Accessibility fundamentals and keyboard use
- Images, downloads, embeds and third-party integrations
- Redirects and missing pages
- Analytics and conversion tracking
- Performance and caching
- SSL/TLS, DNS and Cloudflare configuration

Launch validation

- Confirm backups before cutover.
- Verify DNS and SSL/TLS.
- Test critical forms immediately after launch.
- Crawl the live site for broken links and unexpected status codes.
- Verify redirects from important old URLs.
- Submit or refresh the XML sitemap.
- Monitor Search Console, analytics, uptime and errors closely after launch.

Do not wait until the final week to begin QA

Frequent testing keeps defects smaller and easier to isolate. Launch week should be final validation, not the first time the entire site is tested.

6. Challenges to Expect During a Website Redesign

Legacy code and historical decisions

Older sites often contain years of customizations, inconsistent content, abandoned plugins or modules, and work created by multiple developers. The real complexity may not become visible until the team inspects the site.

Content migration

Large content inventories create risk. Old content may not map neatly into the new structure, and some pages will require manual rebuilding or editorial decisions.

New tools and workflows

A redesign is often used to modernize the platform or editing experience. Allow time for the team to learn new tools, permissions and deployment methods.

Design-development coordination

Design concepts can become expensive when they ignore component reuse, responsive behavior or technical constraints. Cross-functional review keeps effort focused on features that produce the greatest value.

SEO risk during migration

Changing URLs, removing pages or rewriting high-performing content can affect organic visibility. Redirects, content decisions and launch monitoring should be part of the project plan.

Expect discoveries

A redesign often uncovers problems that were not visible during initial scoping. Keep a documented issue list and decide which discoveries are launch-critical and which belong in the post-launch roadmap.

7. Recommendations for a Smoother Redesign

1. Get stakeholder buy-in on the goals before debating individual page details.
2. Complete straightforward, low-risk migration work early so the team builds momentum.
3. Test broadly across the site as development progresses instead of waiting for perfection on a small number of pages.
4. Build schedule contingency into the project because new issues and requests will appear.
5. Keep a prioritized post-launch backlog for improvements that are valuable but not required for launch.
6. Continue planning for what comes next even while the current sprint or milestone is underway.

Build contingency into the schedule

The source guide recommends allowing additional buffer because projects evolve while the business continues to operate. People, content and approvals will not always be available exactly when the schedule assumes.

Keep a post-launch backlog

Not every improvement needs to block launch. Capture worthwhile enhancements, technical cleanup and experiments in a prioritized roadmap so they are not forgotten once the redesigned site is live.

Launch is a milestone, not the finish line

A redesigned website should enter an ongoing cycle of measurement, maintenance, content improvement, security review and performance optimization.

8. Modern Redesign Requirements Paradise Technologies Adds to the Plan

The source guide focuses heavily on architecture, content and project execution. For current business websites, Paradise Technologies also recommends making the following requirements explicit in the redesign scope.

Phase	Primary Goal	Key Outputs
Accessibility	Reduce barriers for visitors using keyboards, screen readers or other assistive technology.	Semantic structure, contrast, forms, keyboard access, alternative text, review process.
Security	Protect the website and administrative access.	Cloudflare, least-privilege access, MFA where supported, updates, monitoring, incident planning.
Backups & Recovery	Make restoration possible when something goes wrong.	Automated backups, off-site copies, retention, restore procedures and testing.
Performance	Keep pages responsive and efficient.	Images, caching, fonts, scripts, database, Core Web Vitals, CDN.
Analytics	Measure whether the redesign achieves business goals.	Analytics, Search Console, conversion events, benchmark data.
Ongoing Care	Keep the redesigned site healthy after launch.	Updates, backups, monitoring, content support, SEO and periodic reviews.

Paradise Technologies approach

Website redesign should connect the visible site with the infrastructure behind it: hosting, DNS, SSL/TLS, Cloudflare, backups, monitoring, performance and ongoing support.

9. Website Redesign Readiness Checklist

Business & strategy

- ☐ We know the primary business goals for the redesign.
- ☐ We know who the primary audiences are.
- ☐ We have identified the most important visitor actions and conversion paths.
- ☐ We have assigned decision-makers and approvers.

Content & SEO

- ☐ We have a content inventory or can produce one.
- ☐ We know which pages must be preserved, rewritten, merged or retired.
- ☐ We have baseline analytics and search-performance data.
- ☐ We have a plan for URL redirects and XML sitemap updates.

Design & technology

- ☐ We know the required website platform or are prepared to evaluate options.
- ☐ We have identified integrations, forms and special functionality.
- ☐ We have a plan for responsive design and accessibility.
- ☐ We have development, staging and production environment requirements.

Launch & operations

- ☐ We have a backup and rollback plan.
- ☐ We have a testing plan covering browsers, mobile devices and business workflows.
- ☐ We know who will maintain the site after launch.
- ☐ We have post-launch monitoring and improvement responsibilities assigned.

Plan the Redesign Around the Business - Not Just the Website

A website redesign is most successful when the new site is easier for visitors to use, easier for staff to manage, safer to operate and better aligned with measurable business goals.

Paradise Technologies Web Services can help organizations evaluate an existing website, define redesign requirements, plan content migration, select an appropriate platform, rebuild the site, manage hosting and security, and support the website after launch.

A redesign engagement can include

- Current-site assessment and discovery
- Content inventory and migration planning
- Information architecture and navigation planning
- Responsive website design and development
- WordPress, PHP or HTML implementation as appropriate
- Hosting, DNS, SSL/TLS and Cloudflare planning
- SEO migration and redirect planning
- Accessibility and performance review
- Launch testing and post-launch monitoring
- Ongoing website care and support

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Content note: This Paradise Technologies guide is an original adaptation and modernization of concepts from the uploaded "Developer's Guide to Website Redesign." It is not a reproduction of the source guide and does not represent the source publisher's products or services.