

B2B Website Redesign Planning Checklist

A Step-by-Step Guide to Planning a High-Performance, Lead-Generating B2B Website.

Redesigning a B2B website requires a strategic approach that prioritizes lead generation, brand credibility, and the customer experience. This checklist outlines steps and key considerations for developing a high-performance website with long-term scalability that supports B2B marketing goals.

What are Your Business Goals?

- Set lead generation targets**
(e.g., ## qualified leads per month)
- Estimate the impact on revenue and pipeline**
- Clarify branding objectives**
(messaging, positioning, credibility)
- Define user experience priorities**
(navigation, reduced friction)
- Identify and prioritize services, solutions, or products**

Value

Clear goals keep a redesign focused and measurable. Without them, decisions drift and success is hard to define.

Notes

Project Governance & Ownership

- Assign content owners and approvers**
- Define update workflows**
- Document brand and content standards**
- Schedule regular audits**

Value

Clear ownership prevents drift.

Notes

Defining Your Target Audiences

- Identify your primary buyers and secondary influencers
- Differentiate decision-makers from influencers
- Map pain points against each stage of the buyer journey
- Gather user research and feedback
- Account for accessibility requirements and industry standards

🔍 Value

Websites perform best when they address the goals, motivations, and pain points of each buyer persona.

Notes

Auditing Your Current Website

- Review analytics
(traffic, engagement, conversions)
- Assess SEO performance
(organic rankings, keywords, backlinks)
- Evaluate content accuracy and relevance
- Review usability
(navigation, clarity, flow)
- Test technical performance
(speed, mobile responsiveness, security)
- Identify key system integrations
(CRM, ERP, marketing tools)

🔍 Value

Understanding what works and what doesn't prevents repeating mistakes.

Notes

WWW.DBSWEBSITE.COM/AUDIT

REQUEST A FREE AUDIT OF YOUR SITE AND UP TO THREE COMPETITORS



Gathering Competitor Insights

- Compare design approaches and aesthetics
- Identify how competitors perform in Search
- Look for content gaps
- Run Lighthouse on competitor sites and compare scores:

🔍 Value

Benchmarking the competition reveals opportunities for the new site to differentiate your brand.

Notes

#	Competitor Name	Performance Score	SEO Score	Best Practices Score	Accessibility Score
1					
2					
3					

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Develop Branding & Messaging

- Align value propositions with buyer needs
- Define tone of voice
(professional, technical, approachable)
- Clarify differentiators
- Refresh brand assets
(logos, colors, typography)

🔍 Value

Consistent messaging that resonates with your buyer personas builds trust and clearly positions the brand.

Notes

Website Content Planning

- List pages to update or create
- Prioritize high-value pages
(Solutions, Services, Case Studies, About, Careers)
- Develop blogging strategy
(topics, cadence, SEO focus)
- Write conversion copy
(CTAs, proof points)
- Plan visual content
(images, diagrams, videos, animations)
- Create a content migration plan
(scan your current site to capture all pages / URLs)

🔍 Value

Quality content maximizes the new site's engagement, conversions, and search visibility.

Notes

SEO & AI Visibility Optimization

- Update your keyword research
(for both traditional and AI-driven search)
- Define on-page SEO requirements
- Establish technical SEO requirements
- Plan schema markup where relevant
- Define URL structure and hierarchy
- Map redirects from old to new pages

Value

Search visibility leads more prospects to discover your site organically.

Notes

User Experience Strategy

- Design intuitive navigation menus
- Apply mobile-first design principles
- Implement web accessibility (WCAG) compliance
- Plan personalization
(where appropriate)
- Define conversion paths and funnels
- Accommodate on-site search needs

Value

A clear, intuitive website experience converts more visitors into customers.

Notes

Visual Design

- Define modern, credible design direction
- Incorporate industry-specific cues
- Establish component library standards
- Set photography and illustration direction
- Incorporate animations and micro-interactions

Value

Design influences brand credibility at first glance.

Notes

- Insert links to examples of designs you like

- Insert links to examples of what you want to avoid

Functional Requirements

- Select CMS platform
- Plan multilingual support
- Integrate CRM, ERP, marketing automation, and portals
- Configure forms, gated content, and chat
- Define product catalogs, calculators, or configurators
- Address security, permissions, and compliance

🔍 Value

Functionality determines how well the site supports operations.

Notes

CHOOSING AN ENTERPRISE-LEVEL CMS



Technical Specifications

- Define hosting and environment requirements
- Set page-speed targets
- Specify security measures
- Implement data privacy and consent management
- Define API and middleware needs

🔍 Value

Strong technical foundations support performance and scale.

Notes

Development & Handoff Requirements

- Finalize sitemap
- Approve wireframes and prototypes
- Define development milestones
- Create a testing plan
(functional, responsive, UX, security, load)
- Set stakeholder communication plan
- Train CMS and portal users
- Prepare go-live checklist

🔍 Value

Clear processes reduce delays and confusion.

Notes

Beta & Pre-Launch Steps

- Test redirects
- Define tracking KPIs
- Install analytics tags
- Enable heatmaps or session recording
- Test forms
- Complete compliance checks
- Run speed tests

Value

Catching issues early avoids post-launch fixes.

Notes

Post-Launch Monitoring

- Monitor KPIs during the first 90 days
- Track SEO rankings
- Run CRO tests
- Update content regularly
- Improve performance
- Evaluate lead quality

Value

Optimization continues after launch.

Notes

Support Measurement & Reporting

- Build KPI dashboards
- Define reporting cadence
- Assign accountability for metrics
- Review and adjust content regularly

Value

Measurement validates ROI and guides improvement.

Notes

Confusion Out, Confidence In. Work with experts who guide every step.

START YOUR CONSULTATION TODAY

