



7 SEO Mistakes to Avoid When Doing a Website Redesign

Hello.

When redesigning a website, there are common search engine optimization (SEO) mistakes that can greatly reduce the effectiveness of your site redesign and end up costing you money in the long run. All of these issues can be prevented if you know what to look for, and address them before launching your "new and improved" website. Keeping these 7 SEO items in mind from the beginning of the redesign process will help you maintain your search visibility and avoid more work down the road, saving your business time and money, and allowing your website to generate the results your brand deserves faster.

Happy reading!



#1. Forgetting about SEO

One of the most common mistakes businesses make when doing a website redesign is making SEO an afterthought in the process. Keeping the technical aspects of search optimization in mind when designing a new website is just as important as making sure that it is visually appealing with valuable content. What good does a pretty website do if search engines can't crawl it and your target audience can't find it?

Thinking about discoverability and accessibility is key when planning your redesign strategy. The structure of your website including navigation, meta data, content optimization, and user friendliness are all important SEO factors that need to be part of your initial strategy!

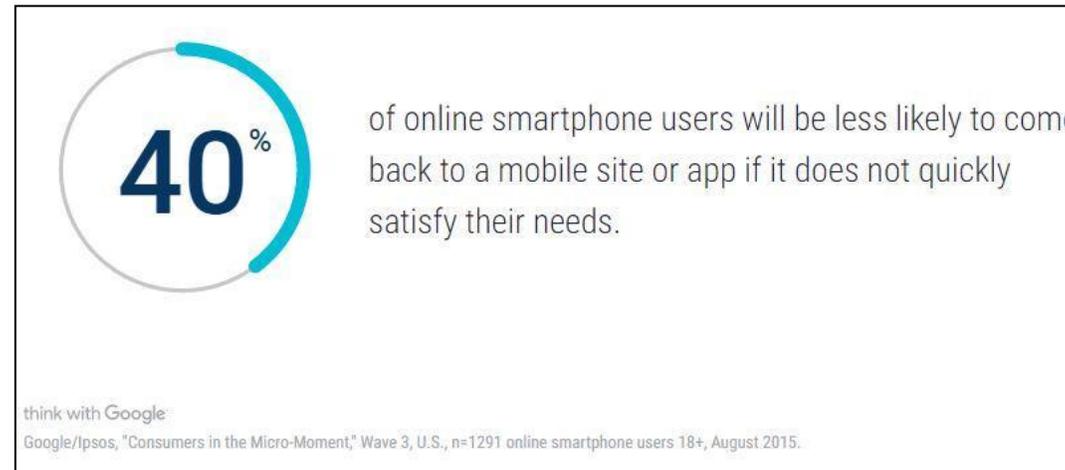


#2. Forgetting to unblock search engines

When developing your new website, it is more than likely that you or your web developer will block search engines from finding the site that as it is under construction. A common mistake that we see when new sites are launched is forgetting to “unblock” those search engines. Don't forget this important step as it means that search engines' robots will be unable to crawl and index the site when it goes live. Be sure to check for robots.txt files to make sure that search engines are able to crawl all pages of your new website. [Google Search Console](#) is a great tool to ensure your site is being indexed properly!

#3. Not implementing responsive design

Make sure that your updated website has a responsive design to eliminate extra work and hassles down the road. A responsive design creates a more user friendly experience for visitors coming from a variety of devices including cell phones, tablets, and other mobile platforms. Google encourages mobile configuration as a responsive design improves the ability for Google to crawl and retrieve your website's content efficiently, as well as index the pages properly. Taking advantage of a mobile-friendly, responsive design also eliminates the need for a second "mobile only" website, meaning you still only have one set of URLs and one website to manage.



#4. Not restructuring URLs

Make sure that your new website does not have lengthy, indecipherable URLs that aren't aligned with the content on that page. Not only do users prefer readable URLs that are easy to understand, but so do search engines!

When restructuring website URLs in the redesign process, keep them short and mention the page topic in each URL when possible. Use hyphens as separators in URLs and key phrases in moderation to assist in growing your organic search presence.

#5. Not using buyer personas

Your website should be a strategic piece of your total marketing plan, and buyer personas should be a driving force behind that overall plan. Not considering your buyer personas when developing your website hierarchy and content is a big mistake. Adjust the new website content to make it clear you understand them and their problems, tell your brand's story and provide the information they need to settle on your brand as their top choice. Think about your potential customers and their pain points. What type of information will they be searching for? Create content specifically to address those types of questions, and your visitors will find much more value in your website and the information it has to offer. Use Calls to Action that speak directly to your target audience, design the site to move them through the buying journey and funnel them to take the actions you want them to take.

#6. Forgetting about Google Analytics

In order to tell how well your new website will perform, you need analytics tracking! Are people using the redesigned site more effectively and efficiently? Be sure that your new site is monitoring your key metrics with some form of traffic analytics software.

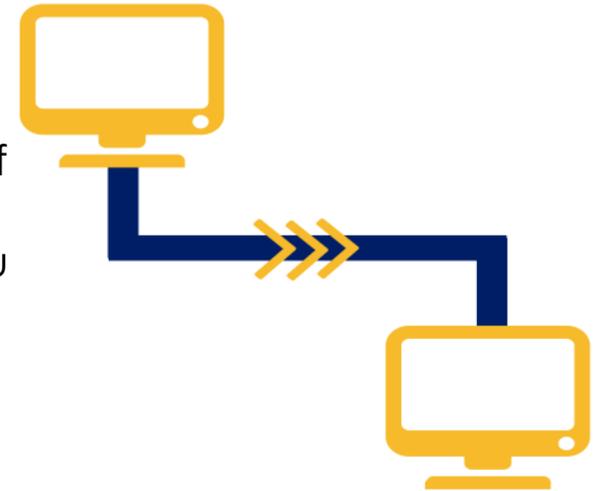
Google Analytics provides a free analytics platform that offers a lot of powerful data. With just a small piece of code that is inserted into the <head> of every page on a website, you'll have access to insightful data that can and should help you strategize future website changes, content additions and much more. Be sure you are not missing valuable conversion data that could help you improve your website for visitors and overall business leads! If you're already using Google Analytics - GREAT! Just make sure your existing code gets properly placed on the new website. If you have not done so already, now would be a great time to upgrade to Universal Analytics!



#7. Failing to set up 301 redirects

Upgrading from an old website to a new design typically requires 301 redirects. A 301 redirect is a permanent redirect from one URL to another. These are a crucial part of the redesign process and should not be overlooked! Whether you are restructuring your URLs, consolidating content (aka: moving or deleting pages) or switching your domain name, 301 redirects ensure that you don't lose any of the history or reputation from your old website! Whenever you move or change any content on your website, a 301 redirect from the old URL to the new one, or the most relevant page on the new site, is imperative!

If you fail to set up 301 redirects before the launch of your new site, you run the risk of a drop in your search result rankings, as well as creating new 404 (Page Not Found) errors, which will surely be displeasing for your site's visitors. By using 301 redirects, you can ensure search engines are clear that the old URLs should be updated with the new website's URLs, allowing a smooth transition for the search indexes. Using an Excel spreadsheet is a great way to map out 301 redirects to ensure that no URL is left behind in the process!



Conclusion.

Don't let these common, avoidable SEO mistakes hinder the success of your new website! Keeping your online marketing agency involved in the redesign process is an important piece of the puzzle to a successful launch. Items like these are easily forgotten but not to be overlooked. With the right online marketing team, your business can tackle and troubleshoot to ensure a smooth redesign launch.

Best of luck on your redesign!

ABOUT E-Power Marketing

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We amplify our clients' marketing and sales efforts by becoming their online marketing partner and working with all aspects of their digital presence, from SEO and online advertising to social media, content marketing, and so much more to meet and exceed their business goals.



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partner for you?**

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