

Website Revamp Ideas – Practical Checklist for Designers and Marketers

This checklist is crafted for web designers and marketing executives to guide their website revamp projects. It ensures the new website meets modern standards, aligns with business goals, and enhances user experience.



1. User Experience (UX) Analysis

- ☐ Use heat maps to analyze click and scroll behavior
- ☐ Record user sessions for navigation insights
- ☐ Conduct A/B testing on key page components
- ☐ Run usability tests with real users
- ☐ Collect feedback through surveys and interviews

2. Mobile-First Design

- ☐ Design layouts optimized for mobile screens first
- ☐ Ensure fast loading on mobile devices
- ☐ Use responsive typography and layouts
- ☐ Apply AMP for content-heavy pages
- ☐ Test design across various devices and browsers

3. Accessibility and Inclusivity

- ☐ Meet WCAG 2.1 accessibility standards
- ☐ Add alt text to all images and graphics

Source: [Website Revamp Strategies for Marketing Executives](#)

- ☐ Ensure full keyboard navigability
- ☐ Use legible fonts and sufficient color contrast
- ☐ Provide transcripts and captions for multimedia

4. AI-Powered Personalization

- ☐ Use behavior tracking to recommend content/products
- ☐ Deploy intelligent chatbots for instant support
- ☐ Segment audiences based on demographics and behavior
- ☐ Customize homepage and landing page experiences

5. Core Web Vitals Optimization

- ☐ Improve Largest Contentful Paint (LCP) below 2.5s
- ☐ Reduce First Input Delay (FID) under 100ms
- ☐ Avoid layout shifts to improve Cumulative Layout Shift (CLS)
- ☐ Minimize third-party scripts
- ☐ Implement lazy loading for images and videos

6. Interactive & Dynamic Content

- ☐ Add interactive elements like calculators or quizzes
- ☐ Use animated charts or infographics
- ☐ Include videos with autoplay and subtitles
- ☐ Create engaging call-to-action buttons

7. Visual Storytelling

- ☐ Maintain consistent visual branding across pages
- ☐ Use high-quality custom images and illustrations
- ☐ Apply color psychology for emotional appeal
- ☐ Design banners that communicate your core message

8. Content Strategy

- ☐ Audit all existing content and remove outdated material
- ☐ Update facts, figures, and case studies
- ☐ Structure content with SEO in mind (headings, keywords)
- ☐ Write with clarity and conciseness for easy reading
- ☐ Add FAQs and customer-centric messaging

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