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AUSTRALIAN DIGITAL AGENCY

WEBSITES | APPS | AI | AUTOMATION

CHECKLIST FOR AUSTRALIAN WEBSITES

Choosing a website redesign company?

Use this when comparing website redesign companies. Tick each item a company can show or confirm in writing.

- [ ] 01 **Sites they redesigned a year ago still work well** — Fast, current and still bringing in enquiries. — Check 1
- [ ] 02 **They protect search rankings** — A redirect plan and pre-launch SEO checks. — Check 2
- [ ] 03 **Content and migration are in the quote** — Not left for you to do. — Check 3
- [ ] 04 **You own everything** — Domain, hosting, design files, code and accounts. — Check 4
- [ ] 05 **Support after launch is defined** — Fixes, updates and changes, and for how long. — Check 5
- [ ] 06 **They measure your current site first** — Analytics and search data before design. — Good sign
- [ ] 07 **Mobile speed is a stated goal** — Tested on real phones and PageSpeed Insights. — Good sign
- [ ] 08 **Tracking rebuilt and tested** — Forms, calls and conversions working at launch. — Good sign
- [ ] 09 **Accessibility considered** — Contrast, headings, alt text and keyboard use. — Good sign
- [ ] 10 **A clear list of exclusions** — What is not in the quote, in writing. — Clear quote

Questions for the first call

Can I see sites you redesigned more than a year ago? How do you protect rankings? Who writes the content? Who owns the site? What support follows launch?

Warning signs

No redirect plan, content left to you without saying so, accounts in the agency's name, and no examples of sites still performing.

Full guide: high10.com.au/blog/how-to-choose-a-website-redesign-company

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Book a scoping call