

Website Modernization Roadmap

A step-by-step plan to upgrade your site without downtime, budget surprises, or scope creep.

Phase 1: Audit (Week 1)

- Inventory all pages, forms, integrations, and domains.
- Run speed, mobile, SSL, and SEO baseline checks.
- Identify must-keep content vs. content to retire.
- Document goals: leads, bookings, credibility, or all three.

Phase 2: Plan (Week 1-2)

- Define sitemap and page priorities.
- Choose build approach: refresh, rebuild, or migrate platform.
- Set budget range and timeline with clear milestones.
- Assign content owners for copy, photos, and approvals.

Phase 3: Design & Build (Weeks 2-5)

- Approve wireframes or layout direction early.
- Build mobile-first pages with clear CTAs.
- Integrate analytics, forms, and Google Business profile.
- Keep staging environment for review before launch.

Phase 4: QA & Launch (Week 5-6)

- Run full pre-launch QA checklist (forms, links, speed, security).
- Test on real phones and multiple browsers.
- Launch during low-traffic window with rollback plan.
- Submit sitemap and verify indexing after go-live.

Phase 5: Post-Launch (Ongoing)

- Monitor form delivery and analytics weekly for 30 days.
- Apply security and plugin updates (or use a care plan).
- Review conversion data and refine CTAs monthly.
- Schedule quarterly content and performance tune-ups.

Avoid Common Pitfalls

- Do not launch without form testing on real devices.
- Do not copy old broken structure into a new design.
- Do not skip SSL, backups, and access documentation.