

## Website Consolidation

**Checklist:** 13 steps to protect SEO and deliver with confidence

This checklist distills our proven workflow into 13 essential steps across three phases. Use it to keep your project on track, protect search rankings, and give stakeholders confidence that nothing has been missed.

### Phase 1: Planning for Confidence

-  **Project Framing, Stakeholder Alignment & Risk**  
Define scope, KPIs, owners, and risks.
-  **Content, Technical & Integration Audits**  
Inventory assets, systems, and integrations.
-  **User & Persona Validation + Use Case Mapping**  
Confirm personas and journeys.
-  **International & Localization Audit**  
Audit domains, languages, compliance, and geo-SEO.
-  **Canonical Data & Content Model (Data Schema)**  
Reviewing messaging and audience alignment across all platforms.
-  **Functional, Technical & Non-Functional Specifications**  
Document requirements, architecture, and performance.
-  **URL Mapping (Redirect Matrix)**  
Build a comprehensive redirect plan.
-  **Generative Engine Optimisation (GEO) Audit**  
Check content authority, structured data, and E-E-A-T.

## Phase 2: Execution with Control

-  **UX, Product & Design Alignment**  
Standardise IA, design system, and accessibility.
-  **Integration Planning**  
Decide retain/retire/re-engineer; log risks.
-  **Technical Build & Staging**  
Build and test in a safe environment.
-  **Usability Testing in Staging**  
Test key journeys with real users.

## Phase 3: Stabilization and Delivery

-  **Launch Preparation & Checklists, Go-Live & Monitoring, ROI Review**  
Run launch plan, validate redirects, monitor performance, and report ROI.

## Beyond the Checklist

Following these 13 steps transforms website consolidation from a high-risk project into a controlled, evidence-based process. It ensures your new site not only launches smoothly but also preserves SEO authority, protects user journeys, and builds stakeholder trust.

But this checklist is only the starting point. Every consolidation brings unique challenges — from legacy systems and integrations to international domains and design alignment. That's why we created the full Website Consolidation Workflow: a detailed framework with artefacts, templates, and practical guidance to help you go deeper.

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