

The AI Website Rebuild Checklist

Replace an AI-built website without losing enquiries, Google traffic or control of your domain.

A practical checklist for UK service businesses using Lovable, Wix, Framer, Squarespace or another AI-assisted website builder.

A rebuild is a good time to fix what is not working. It is also when websites quietly lose things: search traffic, enquiries and email access are the usual casualties.

Use this checklist before, during and after a rebuild. It applies whichever tool your current site uses.

1. Decide: fix it or rebuild it?

Not every AI-built site needs replacing. Sometimes a few targeted fixes are enough.

- Can you change text, prices and images without the layout breaking?
- Can you add a new service page without needing a developer?
- Do enquiries reach a shared inbox or CRM that someone checks every working day?
- Can you export your pages, images and content structure if you need to move platforms?

If you answered yes to all four, the site may only need targeted improvements rather than a full rebuild.

2. Before you start

Domain and email

- Confirm who controls the domain and that you can log in to the registrar or DNS account.
- Record current nameservers, A/CNAME records and MX records.
- Check where email is hosted and how to preserve it during the change.
- Save a screenshot or export of the current DNS settings before anything changes.

Content, pages and search data

- Copy every page, blog post, case study and image you want to keep.
- Download logos, PDFs, forms, testimonials and downloadable resources.
- List every current page address, including blog posts and landing pages.
- Check /sitemap.xml for a starting list of URLs.
- Open Google Search Console and note the pages that currently receive clicks.
- Set up Google Search Console now if you do not already have access.

3. During the rebuild

Protect what already works

- Identify the pages that bring in visitors and enquiries.
- Keep the topic and search intent of pages that already perform well.
- Keep the existing URL where the new page serves the same purpose.
- Improve the content without removing the information people came for.

Search visibility and redirects

- Write a unique page title and meta description for every page.
- Create a redirect map: every old URL should point to its closest relevant new page.
- Use permanent server-side redirects, usually 301s.
- Avoid sending every old page to the homepage unless there is no better destination.

Enquiries, privacy and accessibility

- Decide where every form, booking link and enquiry should be delivered.
- Use a shared inbox or CRM rather than one person's personal email address.
- Test every form, autoresponder, spam filter and booking link.
- Block non-essential cookies and tracking until visitors give consent.
- Check that the privacy policy matches what the new website actually does.
- Build to WCAG 2.2 AA: keyboard navigation, screen-reader support, contrast and clear focus states.

4. Launch day

- Add all redirects before the new site goes live.
- Point the domain at the new website without changing email-related DNS records.
- Test every form and booking link again.
- Send a test enquiry and confirm it reaches the intended inbox or CRM.
- Submit the new sitemap in Google Search Console.
- Add privacy-respecting analytics, with non-essential tracking blocked until consent.
- Update the website link on your Google Business Profile if it has changed.
- Keep the old website plan active for a few weeks in case you need content or settings.

5. First 30 days

- Check Google Search Console weekly for indexing or crawling issues.
- Fix any old URL that returns a 404 error by adding the missing redirect.
- Compare search clicks, impressions and enquiries with the period before launch.
- Check that key service pages still appear for relevant searches.
- Test contact forms and booking links again after any post-launch changes.

Some movement in search results is common for a few weeks after a rebuild. A large drop on one page often points to a missing or incorrect redirect, but also check indexing, content changes and internal links.

Redirect map

Complete this before launch. Every old address should have a destination.

Old URL	New URL	Type	Notes

Common red flags

- You cannot log in to the domain or DNS account.
- You cannot export your content, images or page structure.
- Contact forms send enquiries to a personal email address.
- Every page uses the same title and description.
- You have no access to Google Search Console.
- Old pages have no redirects after launch.
- The site cannot be edited without breaking the layout.

Not sure whether you need a rebuild?

A £395 website review tells you what to fix first. I check your current site by hand and tell you whether targeted improvements or a rebuild makes more sense.

If a rebuild is the right route, the £395 review fee comes off a new website when you go ahead within 60 days.

Book a website review

darrensims.co.uk/services/website-review

Darren Sims builds websites for UK service businesses that want more of the right enquiries. Webflow development, accessible to WCAG 2.2 AA, with enquiries and bookings connected.

hey@darrensims.co.uk · darrensims.co.uk