

IN-DEPTH GUIDE

GROWTH AND VISIBILITY

Preserving SEO during redesign

The complete method to avoid losing your Google positioning during a website redesign, step by step.



GXN

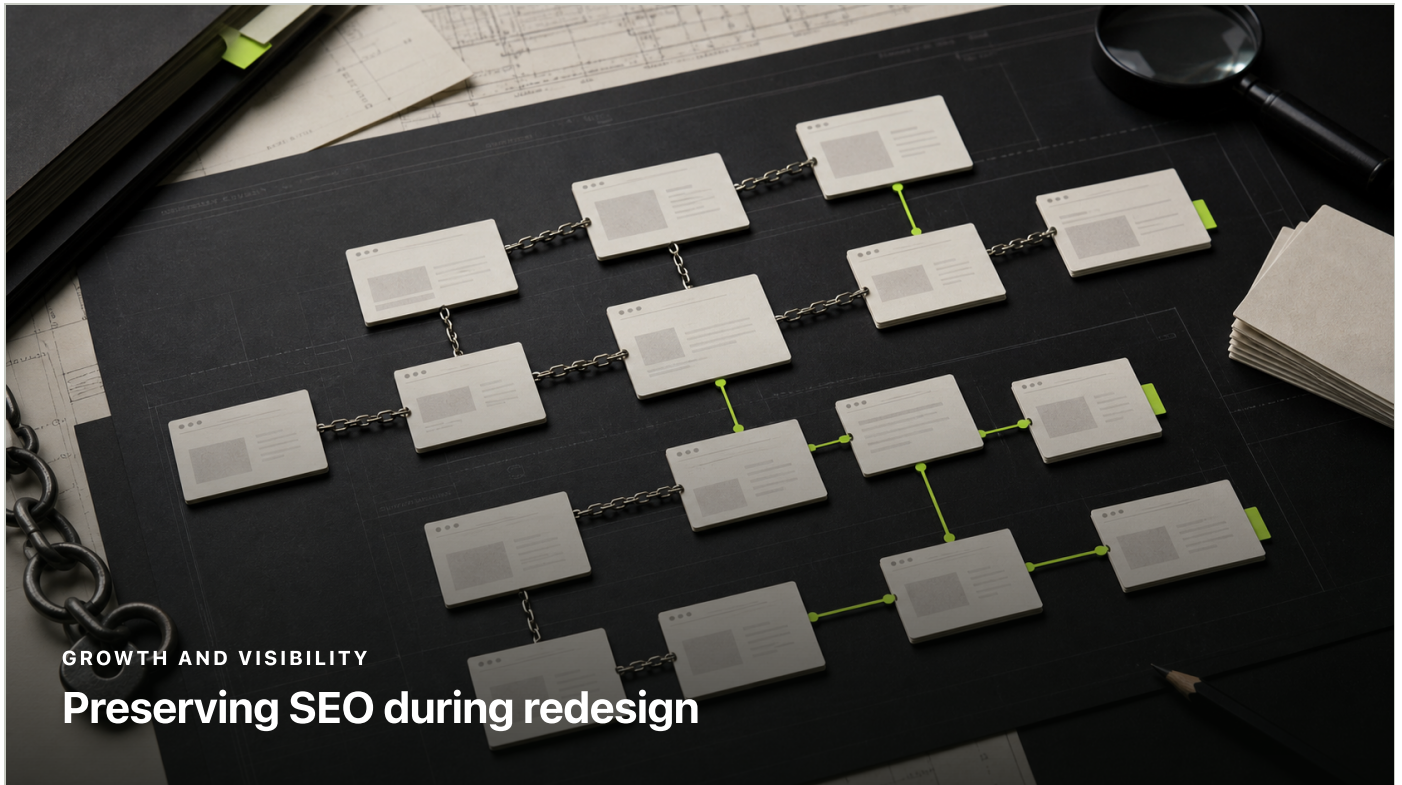
Senior expertise · Digital governance

Quebec First

Quebec business context

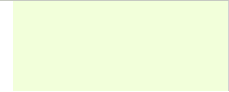
July 31, 2026

Updated



GROWTH AND VISIBILITY

Preserving SEO during redesign



TL;DR

The answer in one minute

Losing SEO during a redesign is never a fatality, almost always the result of a lack of planning. The method that protects your positioning follows five specific steps, the most important and often overlooked of which is the complete inventory of existing addresses before even starting to design the new site.

01 · BACKGROUND GUIDE

Why so many recasts lose SEO

The most common scenario. A company invests in a visually stunning redesign, with a new menu structure that makes more sense according to the design team. No one took inventory of existing addresses before changing the structure. As a result, several pages that had received organic traffic for years end up at a new address without redirection, and this traffic gradually disappears from search results.

02 · BACKGROUND GUIDE

Step one, complete inventory of existing addresses

Before drawing anything new, every current address on the site must be inventoried. This list becomes the benchmark against which each new address will be compared later.

DECISION CARD

The four angles to keep together

Why so many recasts lose SEO

02

Step one, complete inventory of existing addresses

03

Step two, the analysis of the contents that actually perform

04

Step Three, the planning of redirections

GUIDE READING GRID

Angle	Dimension to examine	Use in the decision
01	Why so many recasts lose SEO	Setting the Context
02	Step one, complete inventory of existing addresses	Identify dependencies
03	Step two, the analysis of the contents that actually perform	Compare options
04	Step Three, the planning of redirections	Preparing for the next step

Step two, the analysis of the contents that actually perform

For each existing page, it is necessary to know whether it receives significant organic traffic. This information determines which content is absolutely necessary to be retained or improved, and which can be removed without much consequence.

INTERACTIVE TOOL

Set your decision

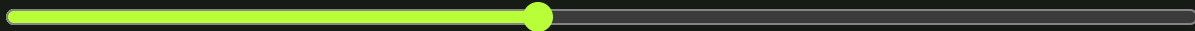
Select the dimensions that describe your situation. The result is to organize the next conversation, not to replace an analysis.

WHAT CONCERNS YOU NOW

- 01 **Why so many recasts lose SEO**
- 02 **Step one, complete inventory of existing addresses**
- 03 **Step two, the analysis of the contents that actually perform**
- 04 **Step Three, the planning of redirections**

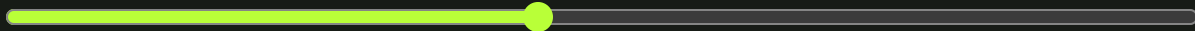
Urgent decision

5



Current control level

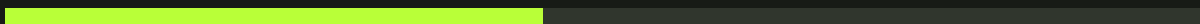
5



RECOMMENDED ANALYSIS

Several dimensions must be treated together

Avoid an isolated decision. Map out the dependencies and agree on an intervention order.



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Step Three, the planning of redirections

Each old address that changes must be associated with its new logical destination, through an appropriate technical redirection. This step, annoying to perform but essential, ensures that a visitor or search engine arriving at an old address is automatically directed to the equivalent content on the new site.

05 · BACKGROUND GUIDE

Stage four, technical verification at launch

Once the new site is online, a complete check confirms that redirections are working properly, that the new structure is well understood by the search tools, and that nothing important has been forgotten in the transition.

06 · BACKGROUND GUIDE

Step Five, Post Launch Surveillance

The weeks following a redesign are critical. Close monitoring of positioning allows any unforeseen issues to be quickly detected and corrected before the impact becomes significant.

07 · BACKGROUND GUIDE

What to Never Do During a Remodel

Delete pages without checking their current traffic beforehand. Change address structure without associated redirection plan. Launch the new site without a technical verification period prior to the official posting. Neglect surveillance within weeks of launch, assuming everything will necessarily go well.

What I see on the ground

The worst waste I see on a regular basis is a visually stunning redesign that basically starts from scratch SEO-wise, simply because no one did the redirection work. The new design can be judged and appreciated within a week. Lost SEO can be paid for for a full year before rebuilding.

When this guide does not apply

If your current site receives virtually no significant organic traffic, the challenge of preserving SEO during a redesign becomes much less critical to you. You are essentially leaving a relatively white page on this specific plan.

Frequently asked questions

01 How long after a redesign does SEO stabilize?

Usually a few weeks, if the redirections and structure have been well planned from the start.

02 **Can completely change the structure of our menus without risk.**

03 **Do you have to keep exactly the same content to preserve SEO.**

EDITORIAL METHOD

In-depth guide prepared by GXN based on real business situations. Recommendations remain independent of brands and suppliers.

OFFICIAL SOURCES

References to be checked according to your situation

These references support the external rules and frameworks cited in this guide. They are not a substitute for legal or professional advice tailored to your organization.

Google Search Central

SEO Getting Started Guide 



ABOUT THE PUBLISHER

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NEXT STEP

You plan a redesign and want to protect your current position.

The free assessment includes this check up front.

No call required. No sales sequence.