HAPPYDANCE

Careers website redesign checklist

Six phases. Tick each item when it is done.

Discover (Weeks 1 and 2)

Done	Item	Owner
	Agree the goals and the three measures that define success	
	Name the sponsor, the project lead and the decision makers	
	Capture a baseline: traffic, apply rate, speed, accessibility	
	Inventory the content and mark keep, rewrite or remove	
	Interview candidates, new hires and hiring managers	
	List every integration, from the recruiting system to analytics and consent	

Plan (Weeks 3 and 4)

Done	Item	Owner
	Write requirements and rank them: must, should, could	
	Agree the information architecture and page templates	
	Set the accessibility standard and test method	
	Decide who edits what, and who approves	
	Confirm the budget, risks and launch date	
	Choose or confirm the platform	

Design (Weeks 5 and 6)

Done	Item	Owner
	Wireframe the journeys: home, search, job, apply	
	Design on mobile first, then scale up	
	Build or confirm the design system and brand rules	
	Plan imagery, video and story content	
	Write key page copy with answer-first openings	
	Sign off the design with accessibility checked	

Build (Weeks 7 to 9)

Done	Item	Owner

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	Build the templates and the editing experience	
	Migrate or write the content	
	Connect the recruiting system, analytics and consent tools	
	Set up SEO: titles, markup, sitemap and redirects	
	Train the team who will edit the website	
	Run weekly show and tells with stakeholders	

Test (Weeks 10 and 11)

Done	Item	Owner
	Test accessibility with tools and with real assistive technology	
	Test speed on real devices and slower connections	
	Test the full apply journey on every major device	
	Test every redirect and check for broken links	
	Validate structured data on a sample of jobs	
	Run acceptance testing and log defects	

Launch (Week 12)

Done	Item	Owner
	Freeze content and confirm the go-live checklist	
	Launch at a quiet time with the team on hand	
	Monitor errors, speed, search and applications daily	
	Fix urgent issues within one working day	
	Review results at 30 days against the baseline	
	Share the results and plan the next improvements	

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