

Checklist

Agency briefing for your website relaunch

Get started now!

Last updated: 09/2026

General information

Company name
URL
Budget
Desired go-live date

Contact persons

Name
Role
Email and phone
Planned absences during the project period
IT contact (name + contact details)
Data protection contact (name + contact details)

Current situation

How is your website currently performing? If possible, share metrics like visitor numbers, contacts generated, or conversion rate.

What are your reasons for relaunching the website?

Positioning

What does your company stand for, and what values should it convey?

Who are your top 3 competitors? (Content competitors and competitors regarding your products). Please share the URLs.

- 1.
 - 2.
 - 3.
-

What does your competition do well/better than you?

Describe in 3-5 sentences what makes your products/offers special

Positioning

What do the current communication materials look like (brochures, flyers, advertising materials, etc.)?

Describe your target group(s): What do your buyer personas look like?

Which social media channels do you use and how do you present yourself on the different platforms? Please share the URLs.

Goals

What are the 3 most important goals in marketing and sales?

- 1.
 - 2.
 - 3.
-

What are the 3 most important goals of your website relaunch?

- 1.
 - 2.
 - 3.
-

What broader business goals does the relaunch support? (e.g., revenue growth, international expansion, employer branding)

Content

Which content and functions of the website are well received? Which content and functions should be retained?

What other content/functions would be desirable? Some examples are:

Appointments / Calendar	Blog	Career	Chat
Landing Pages	Newsletter	Portfolio / Gallery	Press area
Products	Topics		

Other: _____

Which content and functions should definitely be changed? What is outdated?

Do you want to set new thematic priorities? If so, which ones?

Who will provide the copy for the new website – you or Mark Lotse?

Technical

Which CMS do you use? Could you see yourself using a different one for the relaunch?

Do you already use HubSpot or another CRM? If so, which Hubs?

Which connections, integrations, and plugins are you currently using? Which ones do you want to keep?

Do you use analytics tools like Google Analytics and tracking pixels (e.g., Meta Pixel, LinkedIn Insight Tag)? Do you have a cookie consent tool (CMP) in place?

In which languages do you want to offer your website? Which countries do you want to optimize it for?

Technical

Is your website subject to the European Accessibility Act (EAA), applicable since June 28, 2025 (implemented in Germany via the BFSG), and do you want to make it accessible?

Do you need a plan for redirects (301 redirects) to preserve your current SEO rankings during the relaunch?

Which users do you want to give which permissions? (Please note: the allocation of rights may vary depending on the CMS)

Design

What does your company's corporate design look like?

Which websites of other companies do you particularly like? Please share the URLs.

What else you should prepare



Images, graphics, and videos that you continue to use on your website (as high resolution as possible)



Logos and infographics (if possible as .svg, .ai, or .pdf files in vector format)



Your brand font(s), if applicable



Documents you want to make available for download on the website



Texts for your privacy and imprint page



Keyword overview

Questions? Get in touch with us.

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