AI Website Redesign Before & After Checklist

A Pickzox bonus for CinemaSites AI buyers — a step-by-step checklist for turning an outdated website into a modern, client-ready one. Work through it in order and tick each item before you deliver.

Before you generate — audit the old site

1. Open the old site on a phone and on a desktop. Note what breaks. 2. List every page the business actually needs (Home, Services, About, Contact, and no more than two extras). 3. Copy the business name, address, phone number, and opening hours exactly as the owner spells them. 4. Save the old site's logo and any photos worth keeping. 5. Write down the one action the site must drive (call, booking, visit, or quote request).

Generate the redesign

1. Paste the old URL into CinemaSites AI and generate the redesign. 2. Generate a second version from a one-sentence description and compare the two. 3. Pick the version that matches the business best — not the one that looks flashiest. 4. Regenerate any single section that looks wrong instead of accepting the whole page.

Check every page before you show the client

1. Read every headline and paragraph out loud. Fix garbled words and wrong facts. 2. Check the business name, phone number, address, and hours on every page. 3. Click every button and link — each one must go somewhere real. 4. Open the site on a phone. Text must be readable without zooming. 5. Check the contact form sends to the right inbox. 6. Check the page title and meta description read like a human wrote them. 7. Confirm the site loads fast and images are not stretched or blurry.

Deliver it like a professional

1. Send the client a before-and-after screenshot pair, not a long explanation. 2. List exactly what changed in three short bullet points. 3. Show the site on a phone in person or on a video call — that is where most of their customers will see it. 4. Ask for the testimonial the same week the site goes live. 5. Offer a small monthly care plan (updates, backups, content changes) — that is where the repeat income comes from.