The Website Editing Checklist

What should your team be able to edit after a website launch? Every routine change you expect to make in the first year: page copy, images, new pages built from the existing sections, project and case study entries, product specs, team and location details, form recipients, redirects, each page's SEO title and description, menu links, and downloads such as brochures. What needs a developer, on most builds, is anything that changes how the site is built: a new kind of section, a layout, the colors and type every page shares, or a connection to another system.

Give every row an owner and a due date, and work the stages in order. Each item is explained in the full guide at byalkali.com/resources/website-editing-checklist/

01 Before the brief goes out

Half an hour with the people who'll actually make the changes.

DONE	TASK	OWNER	DUE
☐	List every change you expect to make more than once in the first year.		
☐	Name the role that will make each change, and how often.		
☐	Mark which rows of the edit list apply: copy, images, new pages, projects, specs, team, forms, redirects, SEO fields, navigation, downloads.		
☐	Write one field request for each content type you'll add to regularly.		
☐	Decide who holds the administrator login, at your company.		

02 In the proposal

Send anything missing to the agency in writing and ask for an answer.

DONE	TASK	OWNER	DUE
☐	Each job on your list is named as editable in the live CMS without code.		
☐	New pages can be built from the approved sections by your team.		
☐	Specs are stored as text fields, not images or locked PDFs.		
☐	Form recipients, redirects and SEO titles and descriptions are editable.		
☐	Roles are set up: who drafts, who publishes, who administers.		

DONE	TASK	OWNER	DUE
☐	Preview and draft behavior are described.		
☐	Training for the named editors is a line item with a date.		

03 During the build

Check the editing side, not just the design.

DONE	TASK	OWNER	DUE
☐	See the editing screen for each content type before design sign-off.		
☐	Confirm which sections your team can reorder or hide, and which are fixed.		
☐	Confirm shared components are locked for content editors.		
☐	Confirm how to restore a previous version of a page.		

04 At handover

The year-one list becomes the test.

DONE	TASK	OWNER	DUE
☐	Each named editor has their own login, not a shared one.		
☐	Every job on the year-one list works in the live CMS; anything that doesn't is fixed before the final invoice.		
☐	A draft previews on the real layout, on desktop and phone.		
☐	Your company's administrator can add and remove users.		
☐	The agency's login is its own and can be removed.		

Alkali builds websites for established B2B companies.
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Checked against WordPress's roles and capabilities documentation and Google Search Central's guidance on title links, snippets and redirects, and what B2B companies have asked us about editing on discovery and scope calls, November 2026.