

BEFORE YOU REBUILD · FOR OWNERS

The redesign readiness scorecard

A full redesign is expensive and disruptive, and sometimes the honest answer is: not yet. This scorecard helps decide whether a site needs a rebuild or just a **tune-up** — before anyone spends the money.

REASONS A REBUILD IS GENUINELY WARRANTED

- ☐ **Is the site slow or broken on phones, with no easy fix?**
If the foundation cannot be made fast and mobile-friendly, patching stops paying off.
- ☐ **Can no one on the team update it without fear?**
A site that only a former developer can touch is a liability, not an asset.
- ☐ **Is it invisible in search and impossible to fix in place?**
Sometimes the structure itself is the problem, and no amount of content saves it.
- ☐ **Does it actively misrepresent what the business is now?**
If the site describes a company that no longer exists, it costs more than it saves.
- ☐ **Is it a security or compliance risk that cannot be patched?**
End-of-life platforms and un-fixable legal gaps are a real reason to start clean.

REASONS TO TUNE IT UP INSTEAD — AND SAVE THE MONEY

- ☐ **Is the structure sound but the content stale?**
Fresh copy and a few new pages often outperform a full rebuild, for a fraction of the cost.
- ☐ **Is it mostly a speed or search problem?**
Those are fixable in place. A rebuild would be an expensive way to solve the wrong thing.
- ☐ **Do you just not like how it looks?**
Taste is real, but a reskin is cheaper than a rebuild. Be honest about which you need.

WHERE THIS LEADS

The honest answer is sometimes 'not yet.' That honesty is the point.

A studio that recommends a rebuild every time is selling, not advising. The right first step is a clear-eyed read of whether the foundation is worth keeping — and if it is, the cheaper path that fixes the real problem.

Daylit builds when a rebuild is warranted, and says so when it is not.

When a rebuild is the right call, Daylit designs and builds the whole thing under one roof, on a foundation made to last. When a tune-up is the right call, that gets said plainly. The work is done in daylight, either way.

[See how we work →](#)

daylit.studio/process/