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Will a Redesign Hurt My Local SEO?

Mavilyn Carlos - 2026-07-23 - [SEO After Switching or Redesigning](#)
Note

In this article, SEO refers specifically to **local SEO**.

Yes, your local SEO may be affected during a website redesign or rebuild, but only slightly and temporarily.

Any time you launch a new website, it is normal to see small changes in your local search rankings. This happens because Google needs time to re-crawl and understand the updated layout, page structure, and content.

Here are some common reasons for minor fluctuations:

- Page URLs have changed
- Content has been updated or removed
- Metadata (titles and descriptions) has been adjusted
- The structure of the website is different

Our team follows local SEO best practices throughout the process. This includes setting up redirects, preserving key content, optimizing site structure, and maintaining [NAP consistency](#). These steps help reduce any disruption and position your site for stronger local visibility over time.

Note: If you have carried out additional SEO work yourself (or have hired a specialist), and/or have built any important links that we should be aware of (e.g., if you have a special page where you drive certain traffic), please notify the Kilo team during your rebuild process. We will advise if there is anything else that can or should be done to help continuity (e.g., changing a URL to match, or creating a redirect for a page) and if there is anything else you should be aware of.

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