

CHECKLIST

Website migration checklist

Keep your search traffic and leads through a redesign or replatform

A migration keeps its rankings and leads when every URL that earns traffic is redirected to its closest match, content carries over, the site is crawlable and fast, and results are monitored for 90 days.

Owner

Start date

Review date

1. Plan

- ☐ Write down why you are migrating and how success is measured.
- ☐ Name owners: marketing, development, SEO, sales.
- ☐ Choose a launch window outside peaks and holidays.

2. Baseline (old site)

- ☐ Crawl all URLs: status, title, meta, headings, canonical, links.
- ☐ Export 16 months of Search Console and GA4 organic data.
- ☐ List top pages by traffic, leads and backlinks.
- ☐ Export backlinks and record rankings for 30 to 50 keywords.
- ☐ Save robots.txt, sitemaps, redirects, structured data and tracking set-up.
- ☐ Record speed and Core Web Vitals.

3. URL map and redirects

- ☐ Map every old URL with traffic, links or leads to a new URL.
- ☐ Use 301s, one hop, no chains.
- ☐ Redirect to the closest match, not the home page.
- ☐ List both trailing-slash forms where the host needs it.
- ☐ Return 410 where there is no equivalent.
- ☐ Check no old rule redirects away from a new page.

4. Build and staging

- ☐ Keep content, titles, headings and internal links, or change them on purpose.
- ☐ Self-referencing canonical tags. Structured data recreated.
- ☐ Alt text, compressed images, a useful 404 page.
- ☐ Hreflang for multi-region sites.
- ☐ Staging protected by password plus noindex.
- ☐ Analytics and forms installed and tested.

5. QA before launch

- ☐ Bulk-test all redirects: single 301 to the right page.
- ☐ Crawl staging for noindex, robots and canonical errors.
- ☐ Compare titles, headings and word counts with the old site.
- ☐ Check broken links and orphan pages.
- ☐ Test every form, event and CRM hand-off.
- ☐ Speed and mobile at or above baseline.

6. Launch day

- ☐ Lower DNS TTL ahead if the host or address changes. Back up the old site.
- ☐ Remove staging noindex and robots blocks.
- ☐ Test redirects, key pages, forms, tracking, HTTPS.
- ☐ Submit the new sitemap. Request indexing. Change of Address for a domain move.

7. After launch

- ☐ Days 1 to 7: coverage, crawl errors, 404s, redirects, forms.
- ☐ Weeks 2 to 4: indexed pages, rankings, organic traffic versus baseline, leads.
- ☐ Months 2 to 3: backlinks to old URLs, chains, speed, lead-to-SAL by source.
- ☐ Keep redirects for at least a year.

NUMBERS TO REMEMBER

Plan for eight to twelve weeks for a typical site.

Monitor for at least 90 days.

Check for a leftover noindex or robots block within minutes of launch.

Want a second pair of eyes? Book a free 30-minute pipeline review. We will look at your funnel and show you what we would change first. info@search-value.com | search-value.com/website-migration-seo-checklist