

SEO Migration Checklist

Protect your rankings, traffic and visibility during a website migration.



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SEO Migration Checklist

Phase 1: Strategy & Scope

- Migration type agreed (domain/ URL/ redesign/ CMS/ HTTPs)
- Organic risks and opportunities identified
- Content performance reviewed
- Success metrics defined
- Project plan and timelines agreed

Phase 2: Pre-Launch Preparation

- Baseline SEO performance recorded
- Priority pages identified
- SEO requirements defined for the new site
- Full crawl of existing website completed
- Key SEO data captured for comparison

Phase 3: Pre-Launch Testing (Staging Site)

- Page templates reviewed
- Content validated against the existing site
- Internal linking and site structure checked
- Technical SEO checks completed
- Mobile setup reviewed
- Analytics tracking configured

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Phase 4: Launch Day Checks

- New site crawled
- Crawlability and indexability confirmed
- Redirects tested and validated
- Metadata and on-page content checked
- Priority pages reviewed post-launch

Phase 5: Post-Migration Monitoring

- Indexation monitored
- Crawl behaviour reviewed
- Rankings tracked
- Organic traffic monitored
- Errors identified and addressed

Phase 6: Performance Review

- Post-migration performance reviewed
- Benchmarks compared
- Visibility and traffic trends assessed
- Next optimisation actions identified

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