

AI Visibility Migration Checklist

A practical guide to protect your rankings,
traffic and AI visibility during a website
migration.



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CHECKLIST

Phase 1: Before Launch

- Benchmark priority AI prompts
- Record current citations and descriptions
- Identify citation-earning pages
- Map brand entities
- Audit schema
- Review crawler permissions
- Find authoritative external links
- Test initial HTML and JavaScript reliance

CHECKLIST

Phase 2: During Migration

- Map redirects accurately
- Preserve important facts and evidence
- Maintain entity relationships
- Retain crawlable internal links
- Validate structured data
- Check canonical and indexing directives
- Test AI crawler access
- Update XML sitemaps

CHECKLIST

Phase 3: After Launch

- Repeat benchmark prompts
- Check citations and brand accuracy
- Monitor AI referral traffic
- Review server logs
- Find broken third-party references
- Test redirected citation URLs
- Monitor competitor visibility
- Repeat checks after one and three months



CHECKLIST

Planning a Website Migration?

We'll help you protect organic performance, brand authority and AI visibility so you launch with confidence.

[Speak to our team today.](#)



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