

Website Migration Checklist

A checklist to help maintain your rankings and traffic after a migration.

Pre-Migration Checklist

- Crawl the site (save this data for later)
- Create a redirect map (map URLs to their new location)
 - Identify pages to be eliminated
 - Identify pages to be created
- Benchmark important metrics
- Make a custom 404 page
- Register Google Search Console (add the new domain to the existing account)
- Set up a new robots.txt file

During-Migration Checklist

- Ensure analytics tracking is in the proper place and is working
 - Annotate the launch in analytics
- Test URL redirects
- Update internal links
- Update XML sitemap
- Submit a change of address

Post-Migration Checklist

- Monitor errors in GSC and analytics
 - Test URL redirects
 - Check the number of indexed pages
- Perform an architecture audit
- Update external links
- Re-submit the link disavow file