

SEO Website Migration: The Checklist

When you make a substantial change to your website, it is classified as a website migration. Knowing the following steps will help you avoid easy mistakes which could have a negative impact on your site.

Pre-Launch.

- URL mapping
- Identify authoritative backlinks
- Benchmark current SEO performance
- Register Google Search Console for new site
- Set up a new robots.txt file
- Prepare XML sitemap
- Fix any broken links
- Check 301 redirects are ready
- Resolve duplicate content issues
- Check canonical tags are in place

During the Launch.

- Ensure Google Analytics is in place and collecting data
- Test URL redirects
- Update internal links
- Update XML sitemap
- Submit a change of address in Google Search Console – ONLY FOR DOMAIN MIGRATION

Post-Launch.

- Notify search console of website launch
- Manual checks on:
 - Check Google search console for any error messages
 - Check XML sitemap for any potential errors)
 - Check 404 pages return a 404 server response
 - Traffic performance pre/post launch
 - Title tags, meta descriptions, H1s are correct (no missing and duplicate issues)
 - Site speed is high
- Check Canonical tags are correct
- Check home page with fetch and render – fix any issues flagged
- Submit for indexation – sitemap to be submitted once all checks are good