

Website Migration SEO Checklist

40 checks in three phases. Complete pre-launch before touching production.

alstonantony.com/resources/

Pre-launch: redirect mapping

- ☐ Crawl the old site completely, every URL, not just the ones you remember
 - ☐ Export backlinks from Ahrefs or Search Console and match to old URLs
 - ☐ Map every old URL to the closest equivalent new URL, one to one
 - ☐ Prioritise redirects for pages with backlinks, those are irreplaceable
 - ☐ Use 301 (permanent) redirects, not 302 (temporary)
 - ☐ One hop per redirect, no chains through intermediate URLs
 - ☐ Never redirect to the homepage unless the old page genuinely was the homepage
 - ☐ Test a sample of 20 redirects on staging before launch

Pre-launch: content and analytics

- ☐ Run a content audit, pages worth nothing do not need redirecting
 - ☐ Confirm the analytics tag fires on the staging site, exactly once
 - ☐ Set up Search Console for the new domain or property before launch
 - ☐ Verify Bing Webmaster Tools for the new property
 - ☐ Back up the old site completely, files and database
 - ☐ Note current indexed page count and organic traffic as the baseline
 - ☐ Remove any noindex or robots.txt blocks left from the staging environment
 - ☐ Check that the new XML sitemap lists only canonical, indexable URLs

Pre-launch: technical

- ☐ Crawl the new site on staging and fix broken internal links
 - ☐ Confirm one hostname only, www or apex, with a single-ho
 - ☐ HTTPS is enforced, no mixed content warnings
 - ☐ Canonical tags on the new site point to the new UR
 - ☐ Trailing slash policy is consistent across the new
 - ☐ Hreflang tags updated if the site is multilingu
 - ☐ Structured data updated to reflect new U

Launch day

- ☐ Deploy redirects and verify a sample
- ☐ Submit the new XML sitemap in S
- ☐ Request indexing for your top
- ☐ Confirm analytics is receiv
- ☐ Check robots.txt on th
- ☐ Spot-check five ke

Post-launch: 8-week monitoring

- ☐ Check indexed page count in Search Console weekly for 8 weeks
 - ☐ Compare organic traffic week on week against the baseline
 - ☐ Monitor crawl errors in Search Console and fix any new 404s
 - ☐ Check redirect performance, are old URLs being crawled and followed?
 - ☐ Look for soft 404s, pages returning 200 but with no useful content
 - ☐ Re-submit any pages that are not being re-indexed after 3 weeks
 - ☐ Update any external profiles, directories or social bios with the new URLs
 - ☐ Document what happened: traffic recovery timeline, issues found, lessons

Free checklist from alstonantony.com. For the interactive version with saved progress, visit the [resources page](#).