

SEO MIGRATION CHECKLIST

PRE-MIGRATION

ACTION	DETAILS	RESPONSIBILITY	DUE DATE
Block development site	Ensure the development site is inaccessible by search engine bots (restrict IP access or block in robots.txt)		
Analyse development site	Troubleshooting		
Custom 404 page	Ensure there is a fully functioning custom 404 page in place (HTTP 404 Status Code)		
hreflang considerations	Prepare hreflang recommendations (homepage, category, product page)		
Crawl existing site	Pull a list of priority 301 pages from analytics and Google Search Console		
Ranking benchmark	Benchmark weekly prior to migration		
Traffic and sales benchmark	Note traffic and sales/revenue for the past three months as well as YoY data		
Check 404 errors	Check current 404s and determine which need to be redirected		
Check 500 errors	Check current 500 errors and ensure a solution is in place for the new site		
Prepare recommended URL formats	Entire list of URLs to appear on new site		
Highlight priority pages for redirect mapping	Highlight top 100 pages in terms of traffic and revenue for close monitoring		

SEO MIGRATION CHECKLIST

URL mapping	Map existing pages to new URLs
Maintain Search Console tagging	E.g. meta tag or HTML file upload depending on the verification process used
Maintain analytics tagging	Ensure all existing tagging will be migrated across correctly
Check analytics goals/events	Reassess existing goals/event tracking
Amend robots.txt file	Make any necessary amends to robots.txt based on new structure
XML sitemap	Navigation (incl. categories and subcategories)
XML sitemap	Product details
XML sitemap	Images
XML sitemap	Videos
Prepare XML sitemap index	Containing all three above files
Monitor site up/downtime	Set up alerts with for potential downtime
Maintain meta data	Reassess meta data post-migration

SEO MIGRATION CHECKLIST

GO-LIVE

ACTION	DETAILS	RESPONSIBILITY	DUE DATE
Launch website	Launch website by allowing Googlebot/crawler access. Downtime should be kept to a minimum		
301 redirects	Apply 301 redirects from old pages to new		
Check robots.txt file	Ensure robots.txt file is uploaded and not preventing crawl or render issues		
XML sitemaps	Ensure all XML sitemaps have been generated and sit on the correct international subfolder		
Identify duplicate content	Ensure https:// and non-www. all 301 redirect correctly		
Check XML sitemaps for errors	Run the XML sitemap through Screaming Frog to identify errors		
Update analytics goals/event tracking	Ensure that analytics will continue to report accurately		
Search Labs crawl	Search Labs to run various checks and crawls		
Run a 404 test	Ensure that not-found pages return the correct response (http status 404) with a custom 404 page		
Analytics	Ensure that all tracking code has been implemented correctly		

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Check canonical tags	Ensure all pages have a canonical tag
Identify 302 redirects	Using Screaming Frog, identify incorrect 302 redirects
Missing titles or descriptions	Using Screaming Frog, identify any errors in meta data
Identify internal 301	Using Screaming Frog, identify any internal 301 redirects that can be changed
Configure rank tracking	Add key phrases to track in preparation for migrations
Traffic and sales benchmark set up	Map weekly site performance vs previous performance

SEO MIGRATION CHECKLIST

POST-MIGRATION

ACTION	DETAILS	RESPONSIBILITY	DUE DATE
Search Labs crawl	Search Labs to run various checks and crawls		
Fetch as Google	Command Google to crawl the sites in Search Console		
Check robots.txt file	Ensure robots.txt file is uploaded and not preventing crawl		
XML sitemaps	Submit index XML sitemap in Search Console to aid crawling		
Rank monitoring	Consistent rank and visibility monitoring post-migration		
Run a 404 test	Ensure that not-found pages return a correct response with custom 404 page (HTTP 404 status code)		
Analytics	Ensure that all tracking code has been implemented correctly across all international subfolders		
Analytics	Check that visits, sales and revenue are being pulled through to the profile		
Check canonical tags	Ensure all pages have a canonical tag		
Identify 302 redirects	Using Screaming Frog, identify incorrect 302 redirects		

SEO MIGRATION CHECKLIST

Missing titles or descriptions	Using Screaming Frog, identify any errors in meta data
Identify internal 301	Using Screaming Frog, identify any internal 301 redirects that can be changed
Identify duplicate content	Ensure https:// and non-www. all 301 redirect correctly
Crawl errors	Monitor crawl errors in Search Console
Check XML sitemaps for errors	Run the XML sitemap through Screaming Frog to identify errors
Traffic and sales benchmarking data	Performance results
URL parameters	Assess whether these have changed, and update accordingly
Link reclamation	Assess backlink profiles for brands and repoint good links to new pages
Traffic and sales benchmark	Map weekly site performance vs previous performance

To discuss your website migration needs ring +44 113 212 1211 or email info@searchlaboratory.com