

Website Migration SEO Checklist

A practical, tick-off guide to help protect rankings, organic traffic, backlinks, indexation and AI visibility before, during and after a website migration.



Use this checklist as your migration companion

Tick each item as it is completed, assign ownership to the right team member, and keep notes against key changes so issues can be traced quickly after launch.

01



Pre-Migration

Crawl, benchmark, map redirects, prepare staging and define KPIs.

02



Migration Day

Launch carefully, validate redirects, tracking, schema and indexability.

03



Post-Migration

Monitor indexation, traffic, redirects, UX, backlinks and recovery signals.

What this checklist helps protect

Organic traffic

Keep important pages discoverable.

Search rankings

Reduce avoidable visibility drops.

Backlink value

Preserve authority through redirects.

User experience

Catch tracking, speed and UX issues.

Best used for domain migrations, redesigns, platform changes, URL structure changes and CMS rebuilds.



Pre-Migration Checklist

Website Migration SEO Checklist | Pre-Migration



Complete these tasks before launch to protect existing SEO equity and avoid preventable traffic loss.

PRE-MIGRATION

Tick off each task as you complete it

- 1 Crawl and inventory all existing URLs, titles, meta descriptions, headers, canonicals and schema.
- 2 Export organic traffic data, AI citations and backlinks to benchmark current performance.
- 3 Identify high-value pages, such as top revenue, traffic or backlink earners, and tag them for special attention.
- 4 Create a 301 redirect map, old URL to new URL, and test it in staging.
- 5 Audit structured data and plan to preserve or upgrade schema types.
- 6 Set clear KPIs, such as retaining 95% of organic traffic within 60 days.
- 7 Prepare a staging site; crawl it to validate canonicals, meta tags, page speed and mobile rendering.
- 8 Ensure robots.txt and noindex directives protect the staging environment from indexing.
- 9 Communicate the migration plan and timelines to all stakeholders and teams.

Notes / owner / deadline: _____



Migration Day Checklist

Website Migration SEO Checklist | Migration Day



Use this page on launch day to confirm that redirects, tracking, crawl access and critical SEO elements are working correctly.

MIGRATION DAY

Tick off each task as you complete it

- 1 Enable all 301 redirects and test top legacy URLs for proper resolution.
- 2 Update internal links and canonical tags to reflect new URLs.
- 3 Submit updated XML sitemaps to Google Search Console and Bing; use the Change of Address tool if changing domains.
- 4 Validate schema, hreflang, structured data and meta tags across critical pages.
- 5 Remove noindex directives and ensure robots.txt allows crawling of the new site.
- 6 Verify analytics and tracking tags are correctly implemented on all pages.
- 7 Announce the relaunch across your owned channels, including blog, social media and email.

Notes / owner / deadline: _____



Post-Migration Checklist

Website Migration SEO Checklist | Post-Migration



After the new site goes live, monitor recovery signals closely and fix issues before they affect users, rankings or conversions.

POST-MIGRATION

Tick off each task as you complete it

- 1 Monitor redirect coverage and crawl errors via Search Console and log analysis.
- 2 Track indexation trends: old URLs dropping, new URLs rising.
- 3 Compare rankings, organic traffic and AI citations to pre-migration benchmarks.
- 4 Fix broken redirects, chain loops or missing pages immediately.
- 5 Update social media profiles, email signatures and advertising URLs to the new domain structure.
- 6 Reach out to partners or directories to update high-value backlinks to your new URLs.
- 7 Perform weekly performance reviews for the first month; adjust the plan if traffic or rankings drop unexpectedly.
- 8 Monitor user experience metrics, such as bounce rate, engagement and conversions, and run A/B tests to optimise the new site.
- 9 Keep 301 redirects active for at least 12 months to ensure users and crawlers find the new pages.

Notes / owner / deadline: _____

