

SEO Migration Checklist

Checklist · 29 items · 5 sections

The complete SEO migration checklist for website redesigns, domain changes, and platform migrations. Protect your organic rankings before, during, and after the move.

Open the editable, AI-powered version online:

<https://genechecklist.com/checklist/seo-migration-checklist>

PRE-MIGRATION AUDIT

- Crawl current site with Screaming Frog or Sitebulb: save full crawl report
HIGH
This is your baseline: you'll need it to verify everything migrated correctly
- Export all current URLs to a spreadsheet
HIGH
- Identify top-performing pages by organic traffic in Google Analytics
HIGH
- Record current keyword rankings for top 50+ target keywords
HIGH
- Download Google Search Console data: impressions, clicks, and top queries
HIGH
- Identify all backlinks to current URLs: export from Ahrefs or Semrush
HIGH

URL & REDIRECT PLANNING

- Map old URLs to new URLs: create complete redirect map in spreadsheet
HIGH
Every old URL needs a 301 redirect: missing redirects are the #1 cause of ranking drops
- Keep URL structure the same where possible to minimize redirect hops
HIGH
- Verify all 301 redirects implemented correctly: test a sample using redirect checker
HIGH
- Check that redirect chains are consolidated: max 1 hop per redirect

PRE-LAUNCH TESTING

- Stage new site on a different domain or subdomain before launch

HIGH

- Block staging site from crawling: robots.txt Disallow or noindex
HIGH
- Confirm all page titles, meta descriptions, and H1 tags are migrated
HIGH
- Verify canonical tags point to correct URLs on new site
HIGH
- Verify structured data / schema markup is intact on new site
HIGH
- Verify XML sitemap is complete and updated for new site structure
HIGH
- Verify robots.txt is correct: no accidental Disallow of important pages
HIGH
- Test all internal links on new site: broken links hurt rankings
HIGH
- Confirm page speed is equal or better on new site (use PageSpeed Insights)
HIGH
- Confirm new site is mobile-responsive (use Google Mobile-Friendly Test)
HIGH

POST-LAUNCH

- Submit updated XML sitemap to Google Search Console immediately after launch
HIGH
- Add new domain/property to Google Search Console if domain changed
HIGH
- Request indexing for key pages via Google Search Console URL Inspection
HIGH
- Update Google Analytics with new domain settings
HIGH
- Update high-value backlinks: reach out to link owners to update URLs

POST-LAUNCH MONITORING

- Monitor crawl errors in Search Console weekly for first 3 months
HIGH
- Track keyword rankings weekly: compare to pre-migration baseline
HIGH
- Monitor organic traffic weekly: significant drops signal redirect or indexation issues
HIGH

- Run full crawl of new site 1 week and 1 month after launch to catch new issues

HIGH