

Website Migration Checklist

PREPARED BY REDEFINE MARKETING GROUP



An SEO website migration requires careful planning and execution to ensure your pages retain equity and authority. Without a clear strategy, you risk losing your hard-earned rankings! Use this checklist to make sure nothing valuable falls through the cracks.

Phase 1. Planning

- Benchmark your current site
- Set clear migration goals
- Build a detailed checklist for your goals
- Setup a staging environment
- Back everything up!

Phase 2. Execution

- Build out your staging site
- Setup 301 redirects
- Transfer meta data & schema markup
- Transfer header structures & alt text
- Fix broken links

Phase 3. Launch

- Launch during a low-traffic window
- Crawl your new site immediately
- Check tracking & analytics
- Monitor GSC, rankings, and traffic
- Fix errors fast



Did you know?

94% of failed migrations are due to missed technical issues, not content or design flaws.