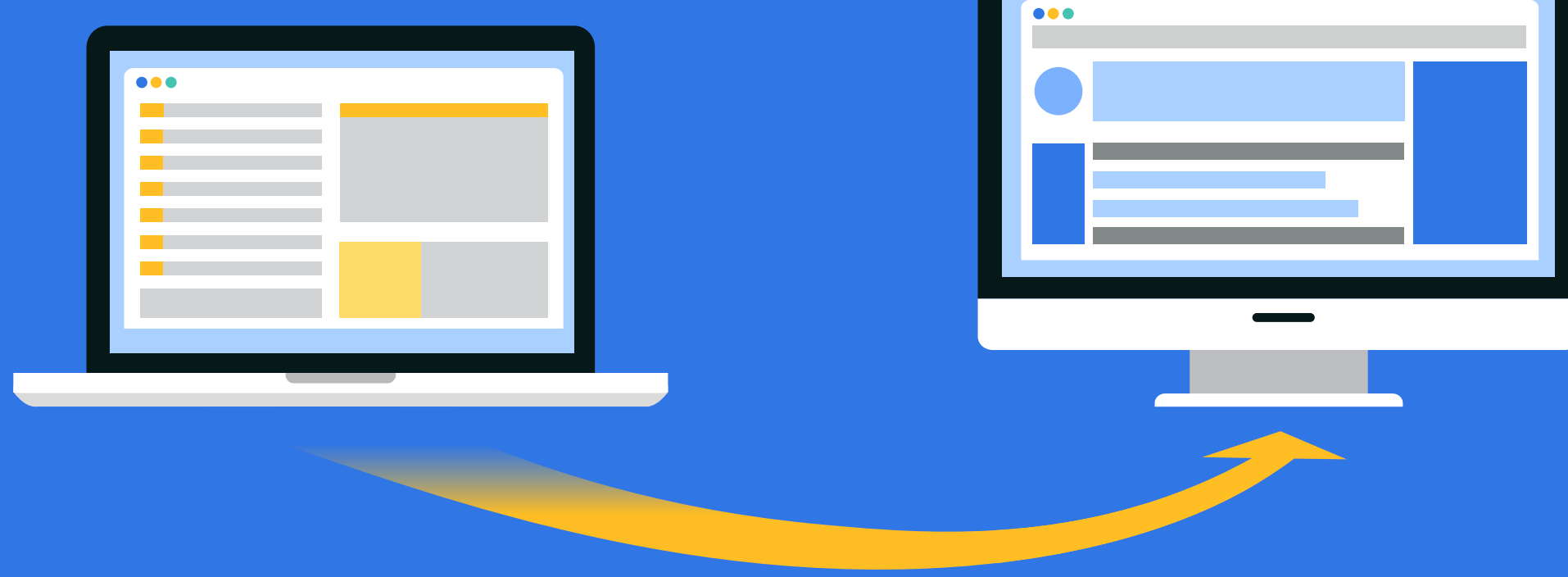


THE COMPLETE CHECKLIST FOR SEO-SUCCESSFUL SITE MIGRATION



PLANNING THE MIGRATION

- PLAN MIGRATION AFTER A BUSY TIME IN YOUR BUSINESS
- EXPECT A TEMPORARY DIP IN TRAFFIC & RANKINGS

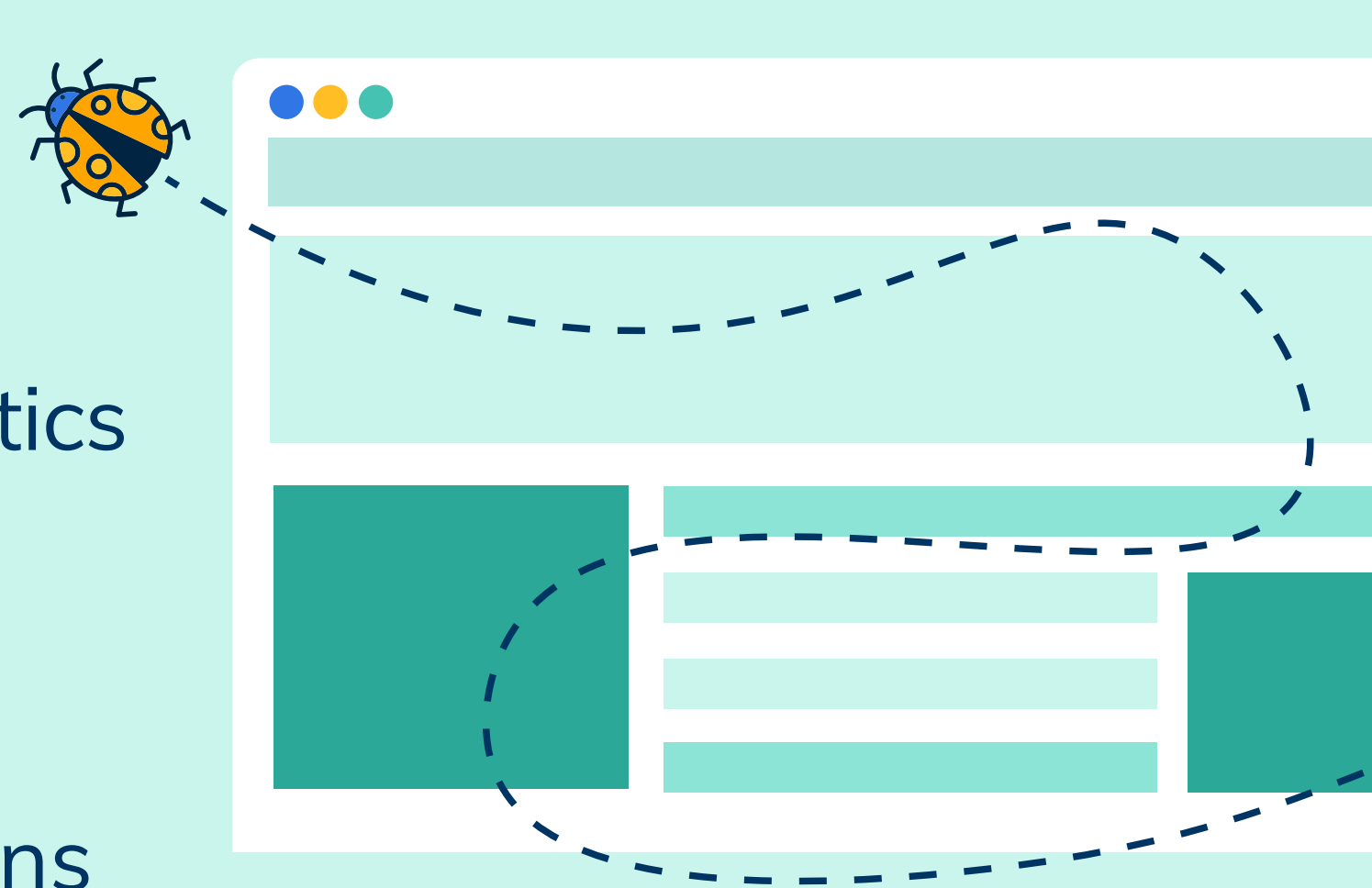


BEFORE MIGRATION

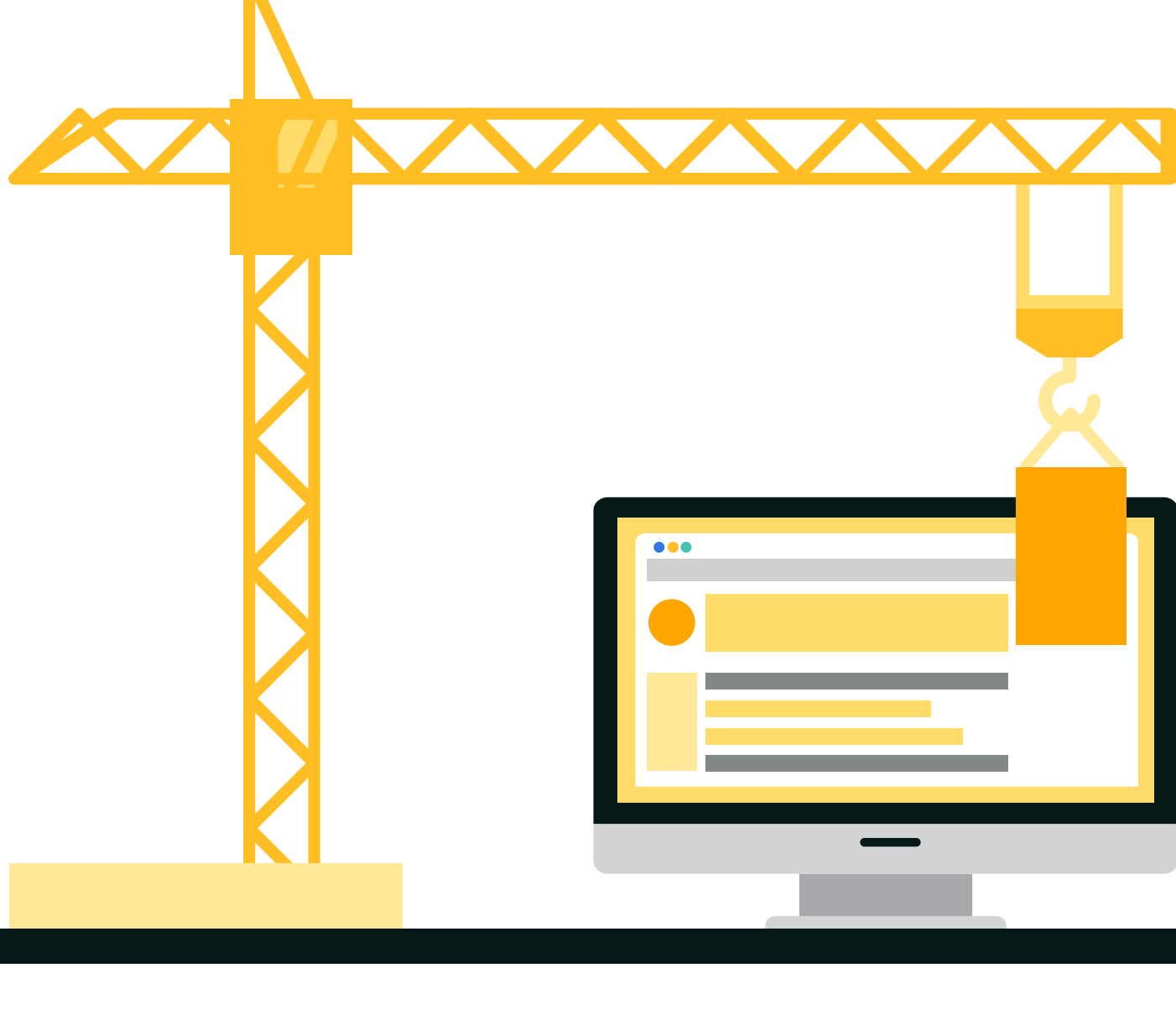
- SET BACKUPS & BENCHMARKS
 - Back up original site
 - Benchmark site analytics
 - Traffic & user engagement
 - Keyword rankings
 - Semrush (backlinks)

CRAWL OLD SITE

- Create crawl list of site
- Export URLs from Google Analytics
- Add URLs in Sitemap.xml
- Add Semrush (backlinks)
- Find and eliminate redirect chains



SET UP NEW SITE



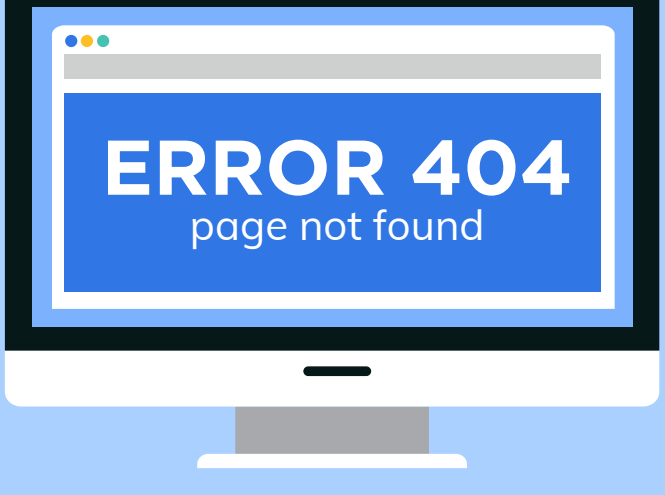
- Create your new site in a development space
- Create and test "redirects" that send users to your new site
- Check your internal links
- Check canonical tags
- Move analytics tracking codes

TEST CRAWL NEW SITE

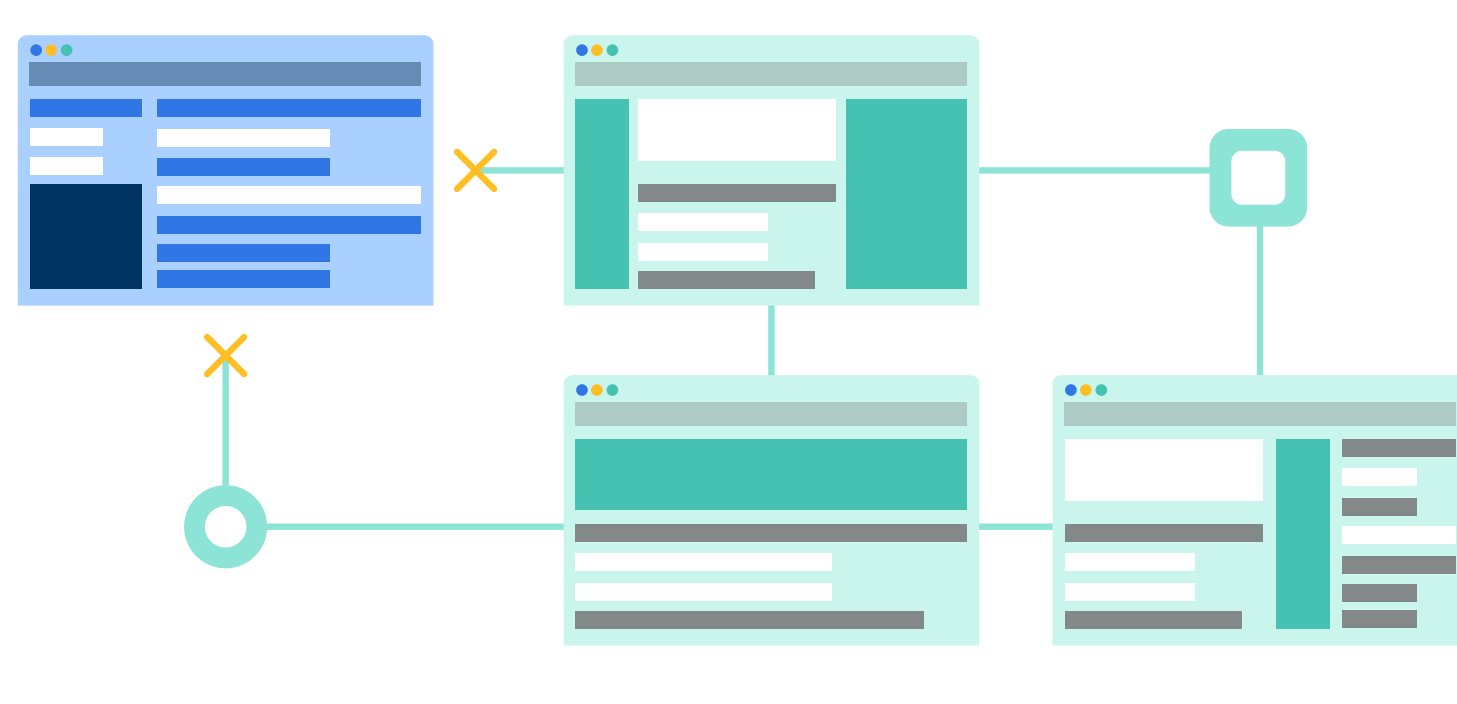
Ask Yourself:

- Are there problems with page loading or navigation?
 - Is the site's metadata and alt-text information correct and complete?

- Are all of the pages actually there? Or can you find a "not found" 404 error?



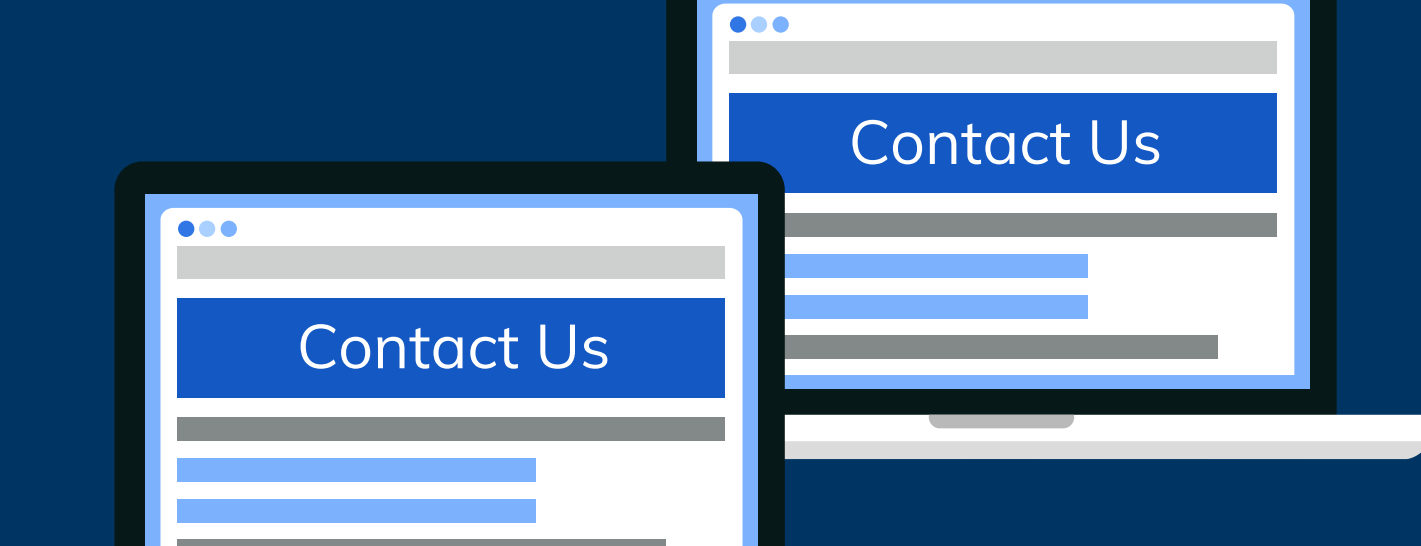
- What about orphaned pages that aren't linked to the other pages?



AFTER THE MIGRATION

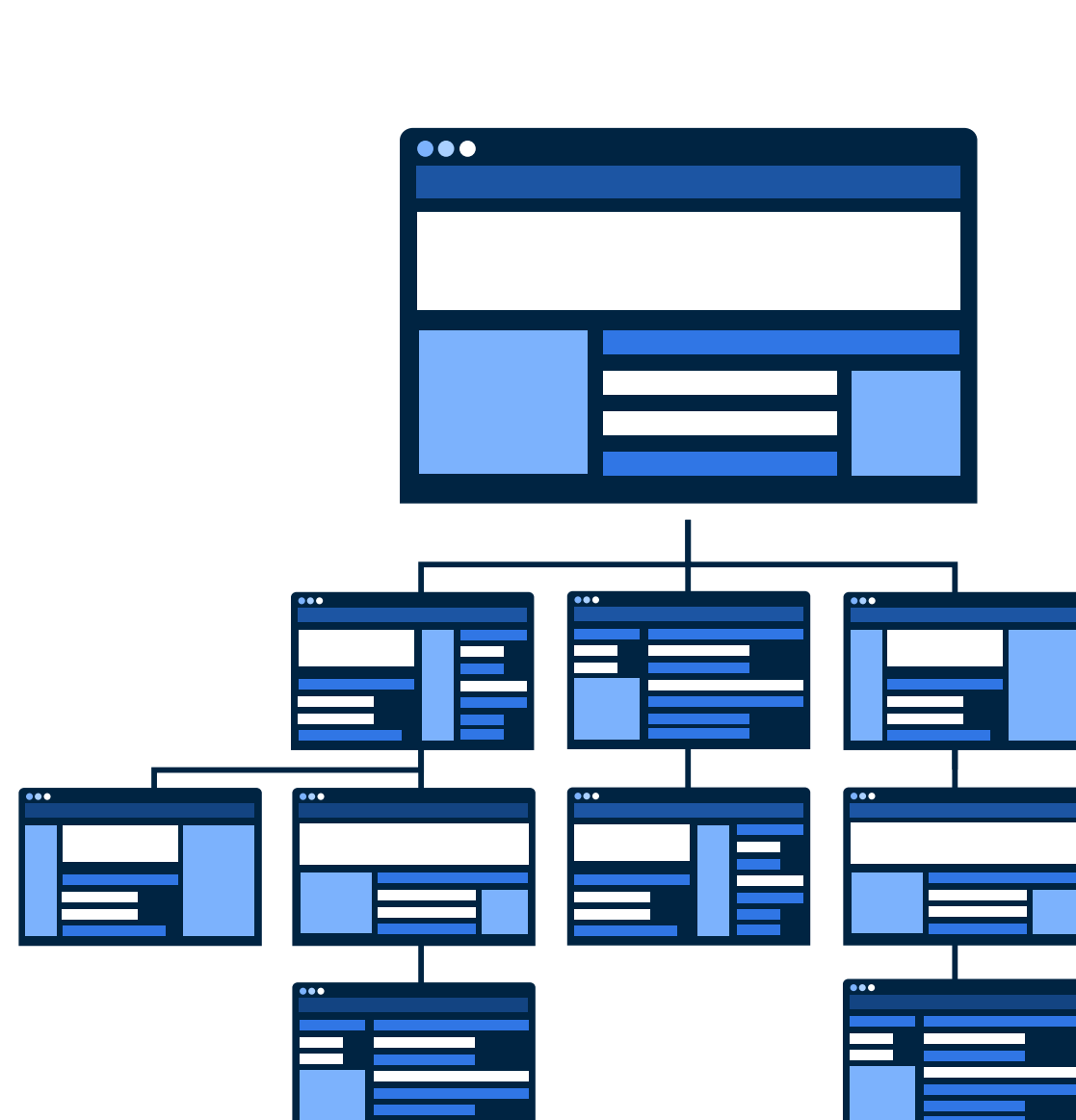
LOOK FOR ISSUES

- Remove noindex and nofollow tags from your new pages at launch
- Check for duplicate content issues



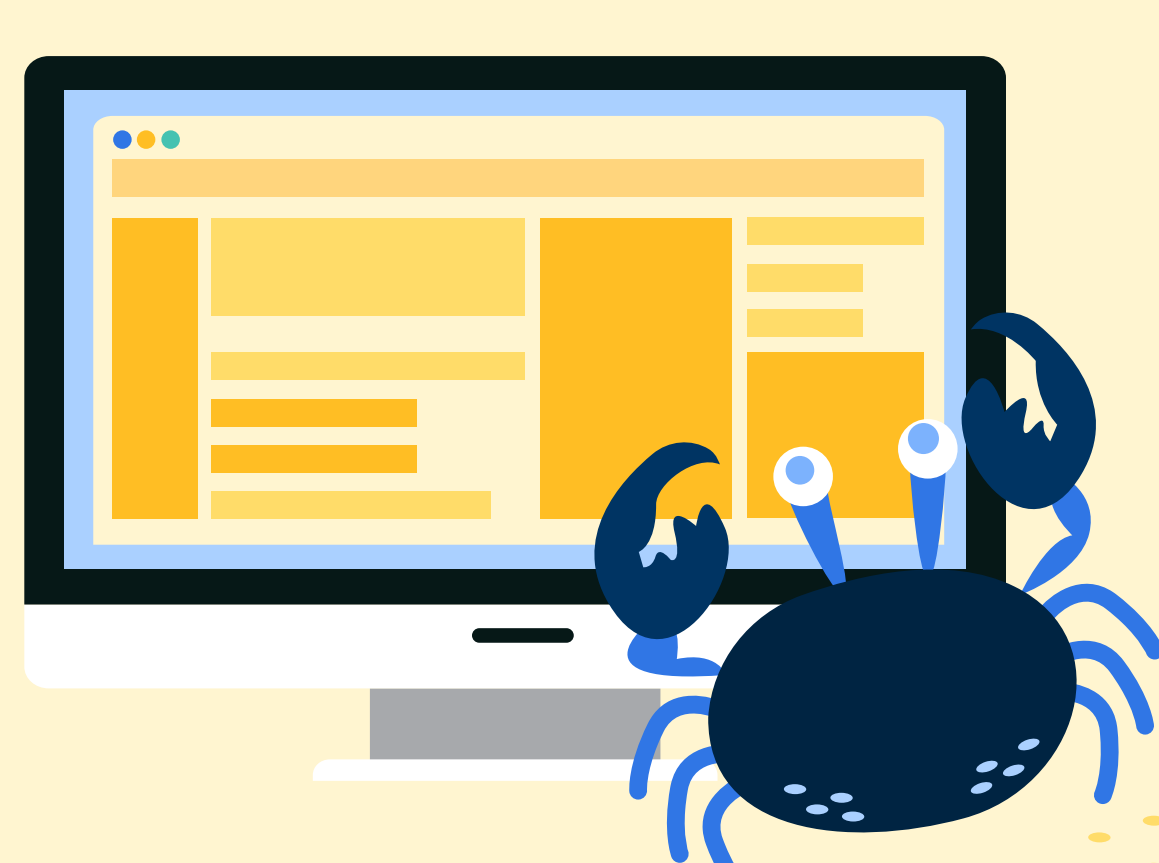
UPDATE SITEMAP & LINKS

- Create a sitemap. A sitemap is an XML file that lists all of a website's URLs
- Update social media and business listings
- Ask other websites to update their links to your site



CRAWL YOUR NEW SITE & MONITOR ANALYTICS

- Crawl your new site
- Verify that search engines can access your site
- Monitor analytics for changes



GOING FORWARD WITH SEO

UPDATE SITEMAP & LINKS

- Once you survive a successful site migration, strengthen the presence of your site with an ongoing SEO strategy



- Regularly update your site to reflect the constant changes made within the search engines
- Consistent SEO following a site migration will help preserve and improve rankings and increase site traffic



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