

Website Migration SEO Checklist

A website migration SEO checklist protects rankings and traffic when you change domains, URLs, platforms, or site structure, by inventorying old URLs, mapping redirects, validating staging, and comparing pre and post migration crawls.

18 checks · 15 sections · For: SEOs, developers, migration project leads

Site: _____ Checked by: _____ Date: _____

PRE-MIGRATION CRAWL

☐	Crawl the old site	Full URL inventory with status, titles and canonicals saved	High
☐	Export top pages	Top pages by traffic and backlinks are listed	High

URL MAPPING

☐	Map old to new URLs	Every old URL has a one to one destination	High
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REDIRECT PLAN

☐	Build redirect rules	301 rules cover all mapped URLs without chains	High
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CANONICALS

☐	Update canonicals	Canonicals point to new URLs	High
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INTERNAL LINKS

☐	Update internal links	Internal links point directly to new URLs	Medium
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XML SITEMAP

☐	Prepare new sitemap	New sitemap lists new canonical URLs	Medium
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ROBOTS.TXT

☐	Prepare production robots.txt	No staging blocks carried over	High
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METADATA

☐	Preserve metadata	Titles and descriptions of top pages are carried over or improved	Medium
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STRUCTURED DATA

☐	Preserve schema	Schema types are retained on new templates	Medium
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ANALYTICS

☐	Migrate tracking	Analytics and conversions track on the new site	High
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STAGING VALIDATION

☐	Crawl staging	Staging crawl matches the URL map	High
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LAUNCH DAY			
☐	Deploy redirects	Sample old URLs return 301 to correct pages	High
☐	Submit sitemaps	New sitemap submitted in Search Console	Medium
POST-MIGRATION CRAWL			
☐	Crawl old URL list	Every old URL returns a single 301 to a 200	High
☐	Crawl new site	No new 4xx, noindex or canonical errors	High
COMPARE OLD VS NEW			
☐	Compare crawls	Titles, canonicals and indexability match expectations	High
MONITOR			
☐	Monitor traffic and indexing	Organic traffic and indexed pages tracked daily for 4 weeks	High

Common mistakes

- Not crawling the old site before migration
- Redirecting everything to the homepage
- Leaving redirect chains from earlier migrations
- Forgetting images, PDFs, and long tail URLs in the redirect map
- Losing titles, schema, or internal links on new templates
- Stopping monitoring after the first week

When to run this checklist

- Domain changes
- HTTP to HTTPS moves
- CMS or platform migrations
- URL structure changes
- Site mergers and consolidations
- Major redesigns

SiteAuditLint workflow

Crawl, find, fix, re-crawl, compare, monitor. Run the same checks automatically at siteauditlint.com, free for up to 100 URLs per crawl.