

# Website Migration Checklist

- Objective
- Resource planning
- Use a dev environment
- Keep your team on stand by just before migration
- Migrate during the off-peak period
- Have a rollback plan
- Keep only live data post-migration

## SEO Migration Checklist

- Document analytics before migration
- Document top-performing pages
- Old vs new URL structure
- Avoid chain redirect
- Redirect all changed URLs
- Manage removed pages
- Have a custom 404 page
- Update internal links
- Meta title check
- Content improvement
- Get rid of thin content
- User experience improvement
- Canonical URL
- Avoid duplicate content
- Bounce rate comparison
- Mobile-first
- Website speed performance
- robots.txt
- XML sitemap upload
- Monitor index count
- Google search console property setup
- Keep the old domain (if changed)
- High-authority backlinks
- Tags management
- Hosting selection