

# SEO WEBSITE MIGRATION WORKBOOK

## The Complete Planning, Launch & Post-Migration SEO Guide

A practical workbook and step-by-step checklist to plan, execute, and monitor a successful website migration with confidence.

- ✓ DOMAIN MIGRATIONS
- ✓ CMS CHANGES
- ✓ WEBSITE REDESIGNS
- ✓ HTTPS MIGRATIONS
- ✓ URL RESTRUCTURING
- ✓ CONTENT CONSOLIDATION



**15**  
PHASES



**250+**  
VALIDATION  
POINTS



**QA**  
WORKSHEETS &  
CHECKLISTS



**TEAM**  
PLANNING  
PAGES



**BEST**  
PRACTICES &  
EXPERT TIPS



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## How to Use This Workbook

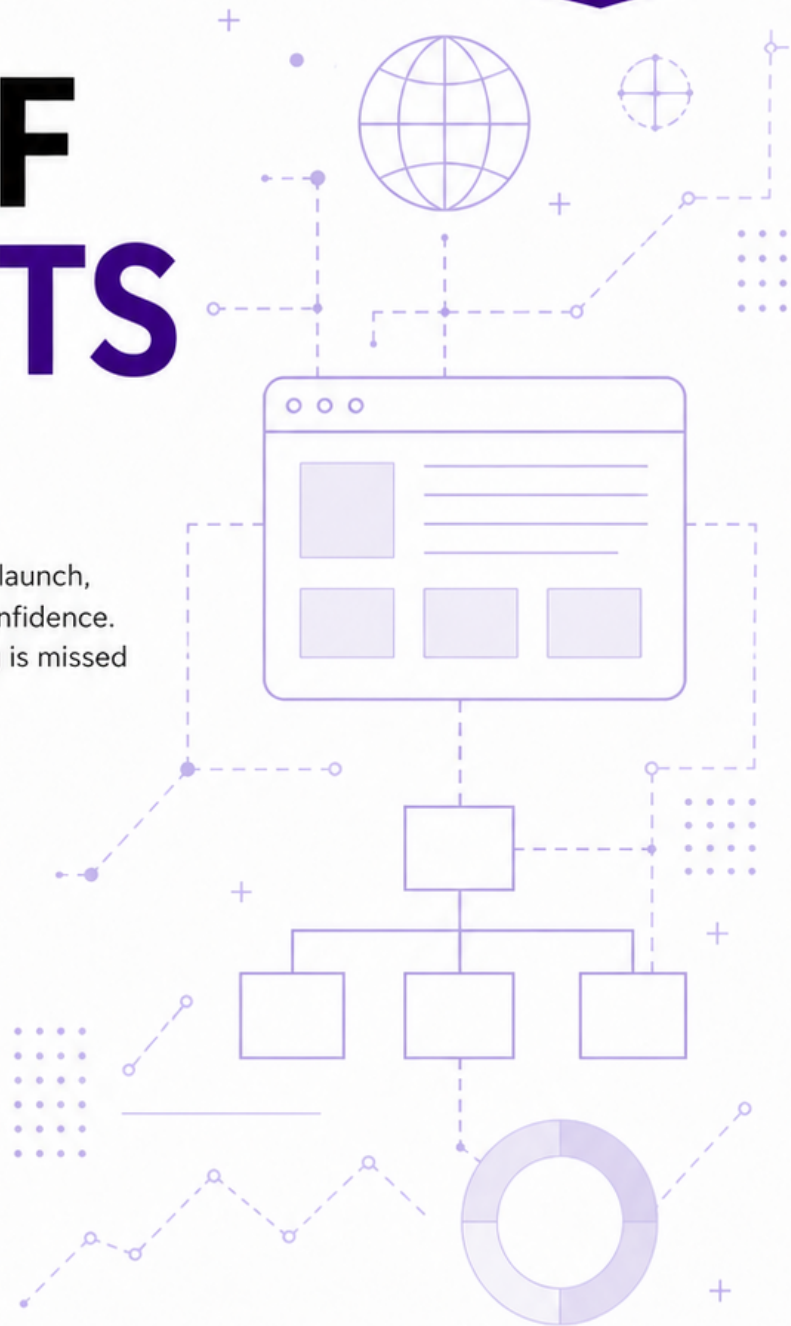
This workbook is designed to help your team plan, launch, and monitor a successful website migration with confidence. Follow each section step-by-step to ensure nothing is missed before, during, and after launch.

- 1 Migration Overview & Goal Setting
- 2 URL Inventory & Redirect Mapping
- 3 Technical Pre-Launch Checklist
- 4 Launch-Day QA
- 5 Post-Migration Monitoring
- 6 Reporting & KPIs
- 7 Team Planning & Action Tracker



### Best way to use this workbook

- ✓ Assign owners for each section
- ✓ Complete each worksheet thoroughly
- ✓ Validate everything before launch
- ✓ Review results weekly after launch









# MIGRATION OVERVIEW & GOAL SETTING









A successful migration begins with clarity. Define the type of migration, set measurable goals, and align on scope to protect performance and ensure long-term growth.

## MIGRATION TYPE

- Domain migration 
- CMS change 
- Website redesign 
- HTTPS migration 
- URL restructuring 
- Content consolidation 

## PRIMARY GOALS / KPIS

-  Organic traffic retention .....→○
-  Keyword rankings .....→○
-  Indexed pages .....→○
-  Conversion stability .....→○
-  Backlink equity .....→○
-  Referral traffic continuity .....→○



## PROJECT SCOPE & SUCCESS DEFINITION

Use this space to define the scope of the project and what success looks like for the team.



- What is changing? .....
- What must be preserved? .....
- What could break? .....
- How will success be measured? .....



# TECHNICAL PRE-LAUNCH CHECKLIST

Use this checklist to ensure all critical technical and content elements are ready before your website goes live.



## 1. SITE SETUP

- Staging environment blocked from index
- Robots.txt reviewed and configured
- XML sitemap prepared and tested
- 301 redirects mapped and in place
- Preferred domain (www/non-www) set



## 2. SEO ESSENTIALS

- Page titles unique and optimized
- Meta descriptions written and in place
- Canonical tags implemented correctly
- Heading structure (H1-H6) validated
- Structured data tested and validated



## 3. ANALYTICS & TRACKING

- GA4 property configured and tested
- GTM container installed and validated
- Goals and conversions configured
- Cross-domain tracking (if applicable)
- Events firing and data verified



## 4. CONTENT & MEDIA

- All content reviewed for accuracy
- Internal links updated and tested
- Images optimized and paths reviewed
- Forms and CTAs tested and working
- Page templates reviewed and approved



### PRE-LAUNCH SIGN-OFF

Confirm all items above have been reviewed and approved.

#### SEO APPROVAL

Name: \_\_\_\_\_

Date: \_\_\_\_\_

#### DEV APPROVAL

Name: \_\_\_\_\_

Date: \_\_\_\_\_

#### CONTENT APPROVAL

Name: \_\_\_\_\_

Date: \_\_\_\_\_

#### ANALYTICS APPROVAL

Name: \_\_\_\_\_

Date: \_\_\_\_\_



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# LAUNCH-DAY QA CHECKLIST



What to validate in the first 24 hours.

**H** HIGH PRIORITY    **M** MEDIUM PRIORITY    **L** LOW PRIORITY



## CRITICAL CHECKS

PRIORITY

- Test major redirects (301s) and deep links **H**
- Check for 4xx/5xx errors **H**
- Verify robots.txt is correct **H**
- Check live indexing directives (index / noindex) **H**
- Confirm preferred domain resolves correctly **H**
- Validate canonical tags on priority pages **M**



## SEARCH VISIBILITY CHECKS

PRIORITY

- Validate XML sitemap is live and referenced **H**
- Check meta titles & descriptions **M**
- Inspect key pages in Google Search **M**
- Monitor crawl issues in GSC **M**
- Check structured data / rich results **M**
- Confirm hreflang setup (if applicable) **L**



## USER EXPERIENCE CHECKS

PRIORITY

- Test navigation and internal links **M**
- Test forms and CTAs **M**
- Verify page speed (Core Web Vitals) **M**
- Check mobile responsiveness **L**
- Scan for layout or content issues **L**
- Review image, PDF, and media links **L**



## TRACKING CHECKS

PRIORITY

- Confirm GA4 is firing on key pages **H**
- Verify conversion events are recorded **H**
- Check enhanced measurement **M**
- Confirm Search Console property collecting data **M**
- Validate UTM parameters on key links **M**
- Confirm ad pixels / remarketing tags (if applicable) **L**
- Verify thank-you page or form submission tracking **L**

## ISSUES FOUND & NEXT STEPS

Issue / Observation \_\_\_\_\_

Action / Next Step \_\_\_\_\_

Owner \_\_\_\_\_ Priority

Issue / Observation \_\_\_\_\_

Action / Next Step \_\_\_\_\_

Owner \_\_\_\_\_ Priority

Issue / Observation \_\_\_\_\_

Action / Next Step \_\_\_\_\_

Owner \_\_\_\_\_ Priority



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# POST-MIGRATION MONITORING

Track performance, detect issues early, and ensure a successful migration outcome.

ORGANIC  
SESSIONS



CONVERSIONS



INDEXED  
PAGES



BRANDED  
SEARCHES



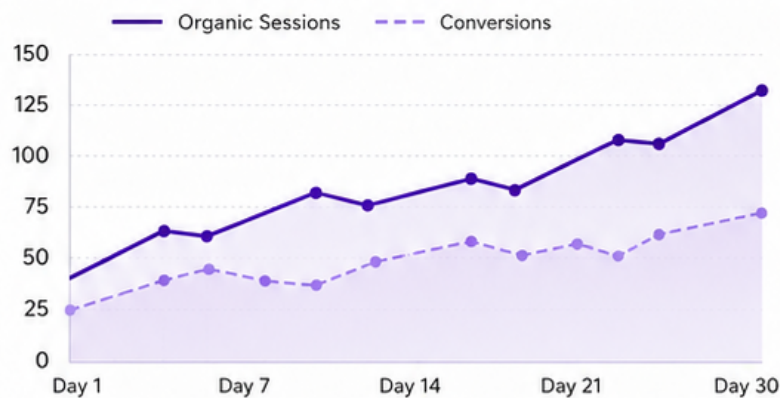
REFERRAL  
TRAFFIC



TOP LANDING  
PAGES



## PERFORMANCE TREND (30 DAYS)



## WEEKLY REVIEW POINTS

- ✓ COMPARE TOP PAGES
- ✓ REVIEW CRAWL ERRORS
- ✓ MONITOR RANKINGS
- ✓ VALIDATE BACKLINKS
- ✓ CHECK REFERRALS
- ✓ WATCH CONVERSION PATHS

## NORMAL VS. CONCERNING CHANGES

### ✓ SHORT-TERM FLUCTUATION (NORMAL)

- Small drops or spikes in traffic
- Temporary ranking volatility
- Slight variation in indexed pages
- Fluctuations during re-crawling
- Short-term changes in referral numbers

VS.

### ✗ REAL ISSUES (INVESTIGATE)

- Sustained traffic decline
- Sharp loss of rankings
- Significant drop in indexed pages
- Increase in crawl errors
- Loss of backlinks or key referrals
- Conversion rate drops



