Use this checklist as a basic guide for preparing against the inevitable rankings and traffic fluctuations when you change your site. Failure to prepare is preparing to fail: some sites lose as much as 30% of their traffic when they don’t plan ahead. If you wait too long, rankings losses can become “permanent,” and can only be overcome by starting your SEO efforts over from scratch.

**THE SEO SITE MIGRATION SUCCESS CHECKLIST**

**Determine Your Migration Type**

- **Platform Switch**: Changing the back end of your website from one Content Management System (e.g. WordPress) or coding language (e.g. PHP) to a new one.
- **Domain Name Change**: Changing from one domain name to a new one.
- **Secure Site Update**: The transition from an unsecure (http) site to a secure (https) one.

**Build Your SEO Site Migration Plan**

- **Benchmark & Record Current Data to Compare After Your Migration**
- **Evaluating Existing Resources**
- **Implement Relevant SEO Work from the Old Site to the New**
- **Monitor Key Metrics**
- **Update Site Migration Plan**

**Launch Day Activities**

- **Launch New Site**
- **Monitor Traffic and Site Errors**

**Implement Your SEO Site Migration Plan**

- **Get in Touch with an SEO Agency**
- **Platform Switch**
- **Domain Name Change**
- **Secure Site Update**

**Monitor Your Site Migration**

- **Track Keyword Rankings**
- **Track Organic Traffic**
- **Evaluate Existing Resources**
- **Implement Relevant SEO Work from the Old Site to the New**
- **Benchmark & Record Current Data to Compare After Your Migration**

**Standard SEO**

- **Link Reclamation**
- **Site Error Reports**
- **Ranking Fluctuations**

**Tip**

- Search engines have a historical index of every piece of content on your website which they use for influencing rankings. If you don’t properly transition these resources and tell the search engines where to find them, you will lose rankings that Google assigns to your site and hinder new traffic opportunities.

If you’re not confident in your ability to successfully navigate a site migration without losing traffic and rankings, get in touch with an SEO agency to help guide you.