

SEO Migration Checklist 2026

Complete website redesign, replatform, domain move, and URL migration field guide

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| Use this PDF to | Protect valuable URLs, content, measurement, conversions, and user journeys before, during, and after |
| Best for | Business owners, developers, designers, content teams, and SEO reviewers. |
| Companion guide | www.codeorbit.cloud/insights/seo-migration-checklist-2026 |

Important

A migration can cause temporary search movement. No checklist can guarantee rankings. Use the controls below to reduce avoidable risk, preserve user value, and make problems measurable and reversible.

15-step migration workflow

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| 1. Define scope and success | List every changing layer: design, CMS, domain, hosting, URLs, content, analytics, and integrations. Name the migration owner, reviewers, baseline metrics, launch window, rollback triggers, and the business journeys that must remain stable. |
| 2. Inventory all old URLs | Combine crawler, sitemap, CMS, analytics, Search Console, server-log, backlink, campaign, PDF, and application exports. Record status, canonical, title, H1, traffic, impressions, conversions, links, and business purpose for every address. |
| 3. Classify page value | Mark each page keep, improve, consolidate, redirect, remove, or investigate. Protect pages with qualified traffic, conversions, backlinks, branded demand, useful intent, or an important role in the customer journey. |
| 4. Approve the new architecture | Map services, products, locations, resources, company pages, and support content around user tasks. Keep important URLs when possible and make every priority destination reachable through normal internal links. |
| 5. Build the redirect map | Give every changed URL one closest relevant final destination. Use direct permanent server-side redirects. Reject homepage catch-alls, redirect chains, loops, mixed-host hops, and destinations that do not satisfy the original intent. |
| 6. Preserve content and metadata | Carry over useful copy, headings, media, FAQs, authorship, offers, and conversion paths. Prepare accurate unique titles, descriptions, H1 headings, canonicals, social metadata, and structured data for final production URLs. |
| 7. Validate index controls | Check canonicals, robots meta, X-Robots-Tag, robots.txt, hreflang, pagination, parameters, and the XML sitemap. Remove staging hosts, preview directives, placeholders, and accidental noindex rules from production. |
| 8. Rebuild measurement | Document analytics, consent, advertising, forms, calls, WhatsApp, ecommerce, CRM, downloads, and custom events. Test real conversions and save pre-launch benchmarks by landing page, device, country, channel, and page group. |

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| 9. Crawl protected staging | Keep staging out of public indexing, then crawl every important template. Compare it with the legacy inventory and check links, status codes, content, metadata, schema, images, forms, JavaScript rendering, and error states. |
| 10. Test mobile and performance | Confirm mobile content parity, readable text, usable tap targets, keyboard access, stable layouts, and working forms. Review LCP, INP, CLS risks, image sizing, scripts, server response, fonts, and third-party code. |
| 11. Complete launch QA | Freeze major scope changes and resolve broken links, missing pages, duplicate titles, conflicting canonicals, blocked assets, staging references, and failed business journeys. Save evidence for critical checks. |
| 12. Prepare launch and rollback | Assign owners for deployment, DNS, redirects, analytics, crawl QA, content, and approval. Document cache, certificates, environment variables, database changes, communication, rollback conditions, and post-launch data handling. |
| 13. Verify production immediately | Test priority pages and journeys, crawl the live site, run the complete redirect file, confirm final canonicals and robots rules, verify analytics and forms, and submit a clean sitemap containing preferred indexable URLs. |
| 14. Monitor days and weeks | Track logs, crawl errors, index coverage, selected canonicals, landing pages, queries, conversions, server errors, and Core Web Vitals by template and market. Investigate sustained changes methodically. |
| 15. Close with a post-migration audit | Compare old and new page groups, links, queries, indexed URLs, conversions, and user experience. Keep redirects, fix lost intent with evidence, document lessons, and close only when critical journeys are stable. |

Master launch checklist

Tick each item only after the result has been tested and recorded. Add an owner and evidence link in your project tracker.

- Migration type and changing systems documented
- Owner, reviewers, launch window, and rollback triggers assigned
- Pre-launch traffic, query, conversion, and performance baseline saved
- URL inventory combines crawl, sitemap, CMS, analytics, Search Console, logs, and links
- Every legacy URL has an approved keep, improve, merge, redirect, or removal action
- Priority content and search intent preserved
- Direct relevant permanent redirects tested without chains or loops
- Navigation, breadcrumbs, contextual links, canonicals, and sitemaps use final URLs
- Robots, noindex, X-Robots-Tag, hreflang, pagination, and parameters reviewed
- Analytics, consent, advertising, forms, CRM, calls, downloads, and ecommerce tested
- Protected staging crawled across every important template
- Mobile content, tap targets, forms, accessibility, LCP, INP, and CLS risks checked
- Production crawl compared with staging and legacy inventory
- Complete redirect map tested after launch
- Indexing, landing pages, queries, conversions, and errors monitored by page group
- Issue log includes severity, owner, deployment, and verified closure

Monitoring schedule

| When | Check |
|----------------------|---|
| Launch hour | Status codes, redirects, canonicals, robots, priority journeys, forms, analytics |
| Daily - first week | Logs, errors, indexing, landing pages, queries, conversions, failed redirects |
| Weekly - first month | Page groups, selected canonicals, lost intent, backlinks, performance, issue closure |
| Monthly | Long-tail recovery, conversion quality, Core Web Vitals field data, remaining redirects |

Verified references

Google Search Central - Site moves and migrations: developers.google.com/search/docs/crawling-indexing/site-move-with-url-changes

Google Search Central - Core Web Vitals: developers.google.com/search/docs/appearance/core-web-vitals

Google Search Central - Mobile-first indexing:
developers.google.com/search/docs/crawling-indexing/mobile/mobile-sites-mobile-first-indexing

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