

# Website Migration SEO Checklist

A step-by-step framework to migrate a website without losing rankings, traffic, or authority.

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## 1 What is a migration?

A migration is the process of moving a website from one structure to another. At its core, it involves three things:

- a) **Moving the website to the new URL set**
- b) **Redirecting from old URLs to new**
- c) **Updating internal links**

## 2 Migration Checklist

The checklist below walks through every stage of a migration, from the pre-migration conversation with the client to post-migration monitoring.

- a) **Discuss the downsides of the migration with client**
  - i. Potential loss of traffic, including loss of authority (only if domain change)
  - ii. Future traffic loss, including loss of authority
  - iii. Work effort involved
- b) **Should we do it now?**
  - i. Current leads from SEO. Can we take the temporary hit?
  - ii. Which are the slow months? But too late to wait for Holidays.
- c) **Can we do it on a sandbox on Webflow?**
  - i. Mitigating technical errors post crawl
  - ii. Run 2 crawls to understand what errors exist on the website currently
- d) **Misc pre-migration**
  - i. Check for custom 404, update if needed
  - ii. Identify all pages which had backlinks and where the backlinks were from
  - iii. Give update on current technical status of the website to client

**e) Migrating properly**

- i. Set redirections from old URLs to new (**IMP**)
- ii. Identify pages you are going to delete and where you are redirecting them to
- iii. Take this opportunity to revamp URL structure where needed
- iv. Update all internal links

**Why this step matters most**

Redirects are the single biggest lever in any migration. A missed redirect means a page with hard-earned authority becomes a 404, and that authority is gone. Audit twice before going live.

**f) Backlinks**

- i. Recheck redirection for all pages with backlinks
- ii. Reach out to your top backlinks and ask them to update the link

**g) Misc post-migration**

- i. Make sure analytics is still working post migration

**h) Complete tech audit**

- i. Run a tech audit right after the migration. Keep an eye on canonicals, sitemap and index.html

**i) Understanding drop**

- i. Review GSC impressions (pre-post)
- ii. Review GA (pre-post)
- iii. Identified backlinks in GSC

Tell us where you are in the process. We'll identify what's expected, what's broken, and what to fix first to get momentum back. Book a call with us at [speargrowth.com](https://speargrowth.com)