



technical SEO and ... site migration

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A hand with pink nail polish holds a Polaroid photograph of a waterfall. The background is a larger, slightly blurred image of the same waterfall, creating a layered effect. The text is overlaid on the image.

SEOs have a **unique** and critical
vantage point during migration



Organic traffic
is a **reflection**
of overall site
health

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Know your types of migration

- http >> https
- new servers
- URL change

Changing domains and URL structure?
Doing a migration and redesign?

Execute one at a time to isolate issues.



Pre-Migration

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How will you measure
successful?
Define your KPIs

Create a go-live checklist.

A close-up photograph of a workspace. In the foreground, an open notebook with lined pages is visible. A green pen lies diagonally across the left page. To the right, a chronograph watch with a brown leather strap and a dark dial is partially visible. The background is a plain, light-colored surface.

Know your people
and timings.

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Set a clear go/no-go
checklist and plan.

Identify low risk content and time frame for migration.



Conduct a content
inventory.

**Crawl existing site and
compare it to your inventory**

The background image shows the interior of a vehicle or a small, confined space. The walls are covered in peeling paint and rusted metal. A long, narrow table or bench is in the center. There are some electrical components and a small screen visible in the background. The overall atmosphere is one of neglect and decay.

Clean up (as best you can)

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Crawl new site and
compare it to your
inventory.

A close-up photograph of a person's hand holding a black pen, pointing at a detailed road map spread out on a table. The map shows various roads, rivers, and geographical features. In the background, there is a glass of water, a cup of coffee on a saucer, and a small bowl. The scene is set in a casual, indoor environment, possibly a cafe or a home. The text "Map redirects" is overlaid in a large, bold, dark font in the center of the image.

Map redirects

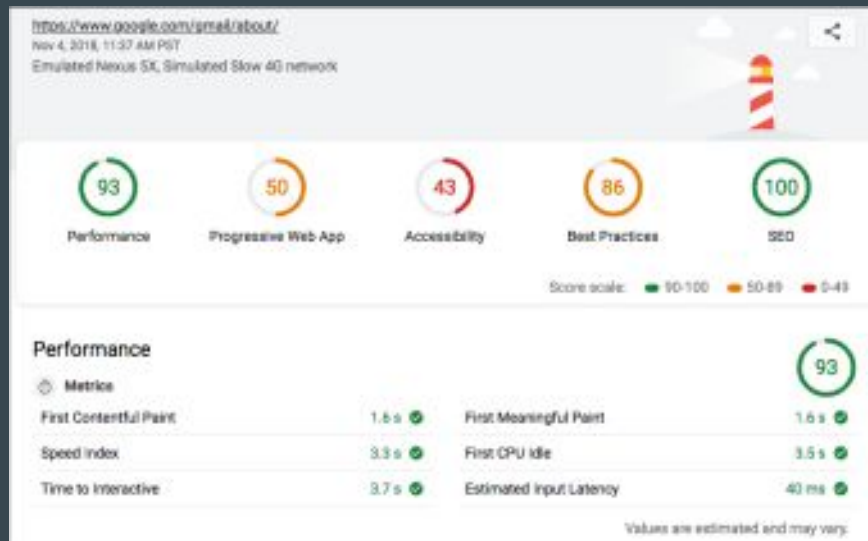
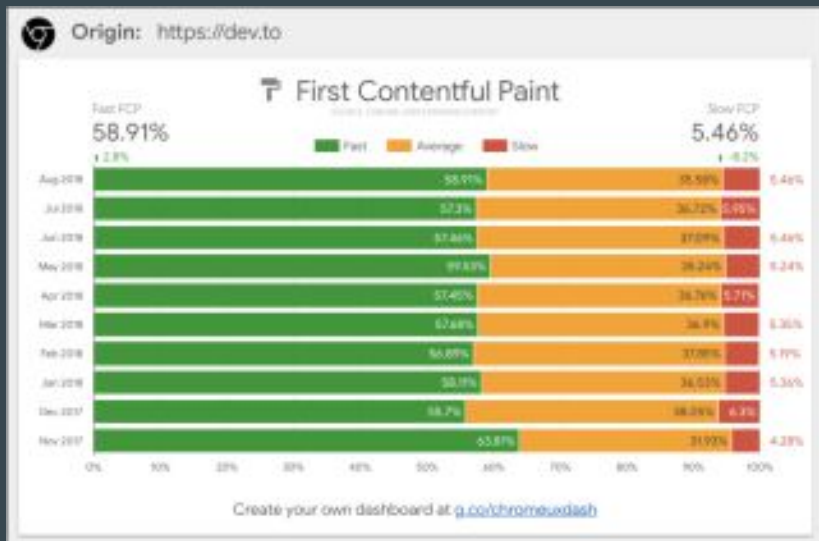
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Take an analytics inventory.

Create a new view with the same analytics Tracking ID using a view-level hostname filter

The screenshot displays the Google Analytics Admin interface. On the left, the 'ADMIN' tab is active, and the 'Filters' menu item is highlighted in the left-hand navigation pane. The main content area is titled 'Add Filter to View'. Under the heading 'Choose method to apply filter to view', the 'Create new Filter' radio button is selected. The 'Filter information' section contains a 'Filter Name' field with the value 'Staging'. Below this, the 'Filter Type' is set to 'Predefined'. The configuration shows 'Include only' traffic to the hostname 'stg.not-a-robot.com' that are equal to the selected view. The 'USER' tab is visible at the top, and a 'View' button with a '+ Create View' link is at the top left of the main area.

Establish a performance baseline



A high-speed photograph of a glass shattering into numerous sharp, translucent fragments. Inside the glass, a fine, reddish-brown powder is captured mid-air, having just been released from the broken vessel. The background is a soft, out-of-focus green, suggesting an outdoor setting. The overall scene conveys a sense of impact and destruction.

Try to break it.

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Crawl production, crawl
staging, compare, repeat.

If your staging ground is public facing, a robots.txt disallow isn't going to prevent crawling.

If you're launching a new
code base, test using URL
Inspector and Mobile-
Friendly Test

@ go live



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Verify domain and set
preferences for the new
site with Google Search
Console and Bing
Webmaster Tools

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Check your X-Robots HTTP Responses

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A dark, moody photograph of laboratory glassware, including beakers and flasks, with white text overlaid. The glassware is out of focus, creating a sense of depth. The text is centered and reads "Test your robots.txt".

Test your robots.txt

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Check the domain name
used in your host elements

A photograph of a server room with rows of server racks on both sides of a central aisle. The racks are filled with equipment, and many blue indicator lights are visible. The ceiling has recessed lighting. The text "Check server logs" is overlaid in the center in a large, white, sans-serif font.

Check server logs

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Flush your CDN

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Post-Migration

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Submit sitemaps

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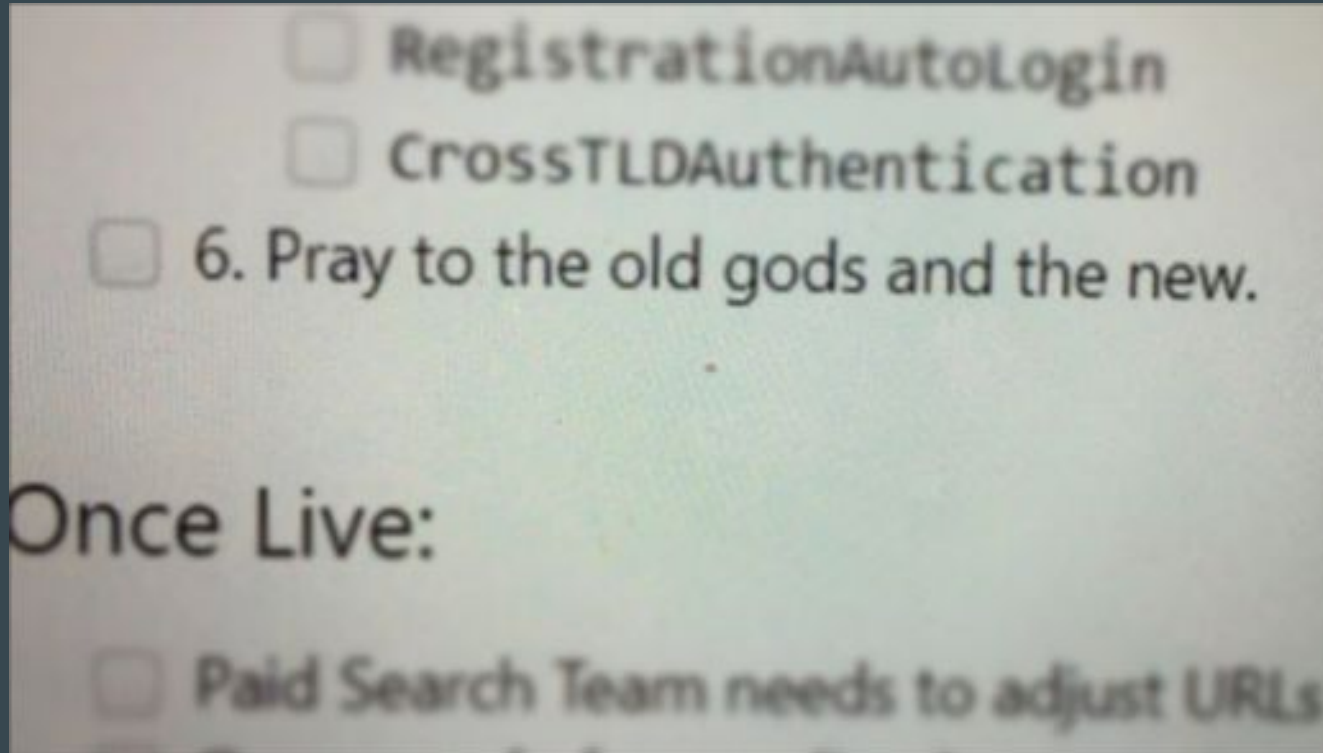
A human skeleton is shown from the waist up, standing in a forest with green foliage in the background. A speech bubble is positioned to the left of the skeleton's head. Large white text is overlaid on the right side of the image.

**Yes, we
still need
those.**

**Defend
redirects as
if they were
your legacy.**

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Most importantly



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