

SEO Site Migration Checklist: After Migration

1. Monitor Website Analytics

- Track website performance using tools like Google Analytics
- Look for dramatic changes in traffic or rankings

2. Keep Track of Keyword Performance

- Monitor core keyword rankings
- Investigate any significant drops to identify potential migration issues

3. Audit the New Site

- Conduct a full SEO audit on the new site
- Compare the new site's performance metrics to pre-migration data

4. Fix Any Issues

- Address any errors or issues that arise from the migration
- Continuously monitor and adjust as needed