

# SEO Site Migration Checklist: Before Migration

## 1. Create Your SEO Site Migration Plan

- Set your goals and objectives for the migration
- Record important metrics to compare post-migration
- Create a timeline for completing the migration
- Establish what resources (personnel and tools) you need

## 2. Audit Your Existing Pages

- Perform a full SEO audit of your current site
- Use SEO tools to crawl your site and gather data
- Document the following:
  - Position in SERPs
  - Target keywords
  - Organic traffic levels
  - Backlinks to your pages

## 3. Copy Your Website

- Make a complete backup of your current website
- Preserve the original version and make changes on the copy

## 4. Determine Changes and Timeline

- Plan what changes you'll make and when
- Schedule migrations in smaller waves to avoid large impacts

## 5. Map Your URL Paths

- List your current URLs
- Determine which URLs to redirect or remove
- Plan the new URL structure