

SEO Site Migration Checklist: During Migration

1. Move Your Existing Content

- Transfer your content to the new site as per the planned URL paths

2. Set Up 301 Redirects

- Implement 301 redirects for moved pages to maintain SEO value
- For domain changes, use DNS-level redirects if appropriate

3. Check Your Migration Progress

- Verify each migration task is completed correctly
- Run a technical SEO audit to catch errors

4. Add Your New and Old Sitemaps

- Submit new and old XML sitemaps to Google Search Console

5. Ensure Custom 404 Pages Are In Place

- Create custom 404 error pages to guide users from broken links

6. Update Backlinks

- Update backlinks on social media and business listings
- Reach out to third-party sites to update their links to your new URLs