# Site Migration Checklist - SEO

🚀 Pre-launch

- Block search engine access to your new site
- Determine your goals and KPIs
- Crawl your existing site and gather all URLs
- Start your benchmark reporting
- Carry out keyword research
- Carry out a content gap analysis
- Consider content consolidation
- Determine your new site architecture
- Keyphrase and URL mapping
- Create your URL redirect list
- Add unique optimised metadata to all pages
- Optimise headings
- Optimise copy
- Internal linking
- Add unique alt tags to all images
- Configue hreflang tags (for multilingual sites only)
- Deliver the analytics tracking code to your developer for implementation
- Configure Google Analytics or equivalent
- Add Google Ads, Microsoft ads & Facebook pixels to your site
- Use a sandbox to carry out a pre-launch review
- Test your URL redirects
- Check your site for mobile friendliness
- Test page load speed and core web vitals
- Review schema mark-up if applicable
- Review HTML mark-up, including hreflang tag
- Record your current backlink profile
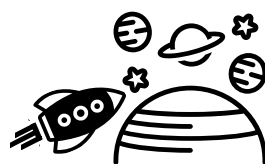- Record your final benchmarks
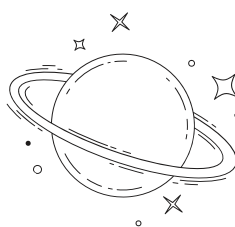
On launch day

- Give search engine access to your new site
- Test your redirects for URL errors
- Set up Google Search Console (GSC) for new domain (if required)
- Set up Bing Webmaster Tools (BWT) for new domain (if required)
- Configure Yoast for WordPress sites
- Check XML sitemaps and submit to GSC / BWT
- Check robots.txt
- Notify Google of domain change in GSC (if required)
- Test your tracking in Analytics
- Link GA to GSC in new domains GA account (if required)
- Update social media and directory links (if required)
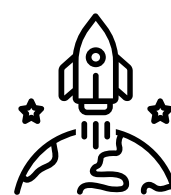
Post-launch

- Post-launch audit
- Ensure all links are working i.e. social links on site
- Ensure newsletter sign up, contact forms etc. are working
- Contact sites to let them know about domain change (if required)
- Monitor backlinks aren't lost
- Monitor traffic and conversions
- On-going strategy, tweaks, monitoring and optimisation

Serps Invaders