rankono.

Website migration checklist

The 12 items to tick, phase by phase, and the four checks in the redirect map.

Print it and tick it. The full template, with the plan, a redirect map that checks itself, a Shopify converter and the post-launch log, is free at **rankono.com/en/website-migration-plan-template**

Carmelo Cutrone, SEO Specialist

1. Scope and baseline

- [ ] **01 Full crawl of the current site, saved before anything changes**

  Owner _____ Date _____

- [ ] **02 Search Console, GA4 and backlink exports**

  Owner _____ Date _____

2. URL inventory

- [ ] **03 A list of the pages that bring traffic, sales or links**

  Owner _____ Date _____

3. Redirect map

- [ ] **04 One-to-one 301 redirects to the matching page, with no chains**

  Owner _____ Date _____

Notes

4. Staging checks

- [ ] 05 **Staging closed to Google with noindex or a password**

  Owner _____ Date _____

- [ ] 06 **Titles, descriptions, H1s and copy imported into the new site**

  Owner _____ Date _____

- [ ] 07 **Canonical tags, hreflang and structured data checked**

  Owner _____ Date _____

- [ ] 08 **Internal links, menus and footer updated to the new URLs**

  Owner _____ Date _____

- [ ] 09 **GA4 and conversions working on the new site**

  Owner _____ Date _____

5. Launch day

- [ ] 10 **At launch, noindex removed and robots.txt and sitemap updated**

  Owner _____ Date _____

- [ ] 11 **Sitemap submitted in Search Console, plus Change of Address if the domain changes**

  Owner _____ Date _____

6. After launch

- [ ] 12 **30 days of checks on 404 errors, coverage, rankings and clicks**

  Owner _____ Date _____

Notes

The four checks in the redirect map

1 Duplicate source

The same old URL appears twice. On most servers the first rule wins and the second is ignored, so one of the two targets never works.

2 Missing target

An old URL has no target and is not marked as 410. It will return a 404 after launch.

3 Redirects to itself

The old and the new URL are the same. Depending on the server this is either useless or a redirect loop.

4 Chain

The target of one row is the source of another row, so visitors and crawlers go through two redirects instead of one. Point the first row straight to the final URL.

A removed page with no equivalent gets the code 410 and no target. The sheet accepts that and does not flag it. The checks compare text, so write every URL the same way in every tab, with the same protocol, the same www and the same trailing slash.

The full template

Google Sheets or Excel, free and with no email required. A 29-task plan, a URL inventory, a redirect map with the four checks, a Shopify converter and export, and a post-launch log.

rankono.com/en/website-migration-plan-template →

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