



B2B SEO Website Migration Checklist

Ensuring Seamless Website
Transitions: Preserve
Rankings, Traffic, and
Visibility

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Introduction: Why SEO Matters in Website Migration

Migrating your website? Don't risk losing hard-earned SEO equity. Use this comprehensive checklist to ensure your search rankings and organic traffic stay intact while setting your new site up for long-term success.

Phase 1: Pre-Migration Preparation

☐ **SEO Audit**

- ☐ ☒ Analyze current backlink profile using tools like Ahrefs or SEMrush.
- ☐ ☒ Benchmark traffic and keyword rankings with Google Analytics and Search Console.
- ☐ ☒ Identify high-performing pages driving organic traffic.
- ☐ ☒ Crawl the site for broken links, crawl errors, and loading issues with Screaming Frog.
- ☐ ☒ Establish baseline metrics for page load speed, indexing rates, crawl errors, and keyword rankings to measure post-migration success.

☐ **Content Inventory**

- ☐ ☒ Document all existing URLs, metadata, and headings.
- ☐ ☒ Flag content for removal, updates, or migration.

☐ **Set Goals**

- ☐ ☒ Define KPIs for post-migration success, such as maintaining traffic or rankings.
- ☐ ☒ Plan for Core Web Vitals compliance and mobile-first indexing.

- ☐ ☒ Establish specific objectives for the migration, such as improving user experience or enhancing site performance.
- ☐ **Build a Migration Team**
 - ☐ ☒ Assign roles for SEO, development, and content updates.

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Feeling overwhelmed with pre-migration tasks? Digital C4's experienced team can help you build a solid foundation to ensure no SEO asset gets left behind.

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Phase 2: Migration Strategy

☐ **URL Mapping**

- ☐ ☒ Map old URLs to new ones with logical, SEO-friendly structures.
- ☐ ☒ Prioritize simplicity and keyword relevance for new URLs.
- ☐ ☒ Avoid redirect chains by ensuring all redirects point directly to the final destination.

☐ **301 Redirects**

- ☐ ☒ Plan 301 redirects for every changed URL to preserve link equity.
- ☐ ☒ Test redirects in a staging environment to ensure they function correctly.

☐ **Canonical Tags**

- ☐ ☒ Implement canonical tags to avoid duplicate content issues.

☐ **Sitemap and Robots.txt**

- ☐ ☒ Update the XML sitemap to reflect the new structure.
- ☐ ☒ Review robots.txt to ensure no key pages are blocked.

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Need a seamless strategy to keep your rankings intact? Let Digital C4 guide your migration planning with expertise and precision.

[!\[\]\(fe3aebe81acea8d45108cd2768939da7_img.jpg\) NEXT UP: Phase 3: Technical Considerations !\[\]\(0eef4a60de6ea648e23dfa6079e4dd07_img.jpg\)](#)

Phase 3: Technical Considerations

☐ **HTTPS and Security**

- ☐ ☒ Ensure all pages are served over HTTPS.
- ☐ ☒ Verify no mixed-content warnings.

☐ **Mobile Optimization**

- ☐ ☒ Test the new site for mobile responsiveness.
- ☐ ☒ Optimize for fast loading speeds on mobile devices.

☐ **Structured Data**

- ☐ ☒ Apply schema markup for key content types like FAQs, products, and reviews.
- ☐ ☒ Test schema implementation with Google's Rich Results Test.

☐ **Core Web Vitals**

- ☐ ☒ Optimize for LCP (Largest Contentful Paint), FID (First Input Delay), and CLS (Cumulative Layout Shift).
- ☐ ☒ Focus on improving these metrics to enhance user experience and SEO performance.

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Worried about technical SEO during your migration? Our team specializes in handling the technical details so you can focus on what matters most.

[!\[\]\(bd3b31712ad9bab5a241210fa6925cdd_img.jpg\) NEXT UP: Phase 4: Post-Migration Monitoring !\[\]\(882be629d4a853dc90d60f084b0d185d_img.jpg\)](#)

Phase 4: Post-Migration Monitoring

☐ **Traffic and Rankings**

- ☐ ☒ Monitor organic traffic daily using Google Analytics.
- ☐ ☒ Track keyword rankings for priority pages with tools like Ahrefs or SEMrush.
- ☐ ☒ Keep a close eye on metrics to identify and address any issues promptly.

☐ **Crawl Errors**

- ☐ ☒ Check Google Search Console for crawl errors and fix 404s promptly.
- ☐ ☒ Address issues as they arise to maintain site health and SEO performance.

☐ **Backlink Health**

- ☐ ☒ Ensure key backlinks are pointing to the new URLs.

☐ **User Experience**

- ☐ ☒ Gather feedback on usability and address any navigation or functionality issues.

☐ **Submit to Search Engines**

- ☐ ☒ Submit the updated sitemap to Google and Bing for re-indexing.

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Post-migration hiccups? Digital C4 ensures your traffic and rankings stay on track with comprehensive monitoring and quick fixes.

[!\[\]\(aab88c0d099e5d18d6533a97b13ec28d_img.jpg\) NEXT UP: Phase 5: Continuous Optimization !\[\]\(30511f8b621e91d2a09037fa36f8d30d_img.jpg\)](#)

Phase 5: Continuous Optimization

☐ **Content Updates**

- ☐ ☒ Refresh outdated content and optimize for new keywords.
- ☐ ☒ Add new internal links to improve crawlability.

☐ **Technical Refinements**

- ☐ ☒ Monitor Core Web Vitals and address performance bottlenecks.

☐ **Performance Reporting**

- ☐ ☒ Share KPI progress with stakeholders.

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SEO doesn't stop after migration. Let Digital C4 help you maintain and grow your search visibility with ongoing optimization.

Conclusion: Seamless Migration with Digital C4

A successful website migration requires meticulous planning and execution. This checklist ensures no SEO element is overlooked, protecting your search rankings and organic traffic. Need expert support? Digital C4's migration specialists are ready to guide you every step of the way.

Let's make your website transition smooth and SEO-friendly. [Contact Us Today!](#)