

# WPROMOTE

## SEO SITE MIGRATION CHECKLIST

- Determine the structure of your new site
- Identify which pages on the old site are being moved to the new
- Create a 301 redirect map
- Port over existing content and metadata
- Setup website tracking
- Create an XML sitemap for the new site
- Launch the new site
- Implement the 301 redirects
- Setup canonical tags
- Remove all meta robots tags preventing crawling
- Configure the robots.txt file
- Setup the new website in Google Search Console
- Submit both the old and new XML sitemap to Google Search Console and Bing Webmaster Tools
- Use Search Console to have Google Fetch Important pages on the website
- Configure Search Console Settings
- Re-upload any disavow files
- Update PPC, Social, and Email Landing Pages

