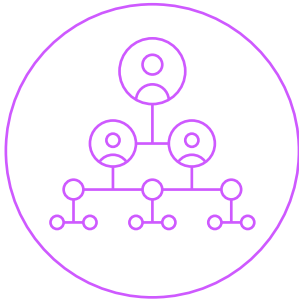


# Site Migration Planning Checklist

Complete all five phases before the DNS switch.



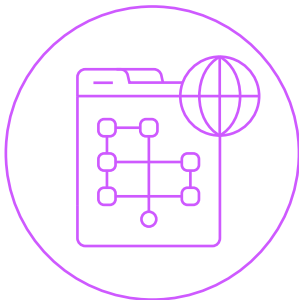
## Phase 1: Stakeholder Alignment

- Assign a RACI matrix for clarity & accountability.
- Define measurable, time-bound objectives.
- Establish approval gates with named approvers.
- Set reporting cadence for planning & go-live.
- Build project timeline with 20–30% buffer.



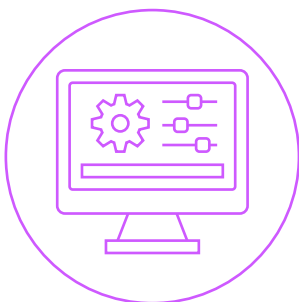
## Phase 2: Site Audit & Asset Inventory

- Crawl & document every URL with status and canonical.
- Flag top 50–100 pages by traffic, backlinks & conversions.
- Inventory all structured data & schema markup.
- Document all DNS records including SPF, DKIM, DMARC.
- Capture Core Web Vitals baselines (LCP, INP, CLS).



## Phase 3: Redirect Strategy & URL Mapping

- Map every indexable URL — no page left unmapped.
- Use 301s; document old URL, new URL & status.
- Consolidate redirect chains to fewer than 5 hops.
- Document every sunset decision — never accidental 404s.
- Update all internal links to point directly to new URLs.
- Handle edge cases: parameters, trailing slashes, casing.



## Phase 4: Staging & Validation

- Mirror production: same stack, CDN & SSL setup.
- Block staging with robots.txt, noindex & HTTP auth.
- Test redirects for top-100 pages + 10% random sample.
- Compare metadata & canonicals against audit snapshot.
- Test all forms, CTAs, checkout & login paths.
- Validate Core Web Vitals meet or beat production baselines.



## Phase 5: Risk Mitigation & Rollback Planning

- Define rollback triggers before go-live.
- Confirm server can handle a post-launch crawl spike.
- Document full rollback procedure with named executor.
- Update all external references: ads, directories, emails.
- Test-restore from backup before launch.
- Brief leadership on expected ranking turbulence.