

HTTPS Migration Action Sheet

Switch to HTTPS without losing SEO rankings.

Based on [Https Migration Checklist Without Losing Seo Rankings](#) by Casey's SEO

Pre-Migration Audit

- Crawl your entire site (pages, images, links).
- Document top pages, rankings, and external links.
- Audit all embedded resources (images, scripts, videos).
- Check robots.txt, sitemaps, and canonical tags.

Staging Environment Setup

- Create a private copy of your HTTPS site.
- Block staging from search engines (no-index).
- Mirror production environment (CMS, plugins, themes).
- Install and test SSL certificate on staging.

SSL Certificate & Redirects

- Verify certificate covers all domain variations.
- Ensure no browser security warnings.
- Map every HTTP URL to its HTTPS equivalent (301 redirects).
- Avoid redirect chains; use server-level redirects if possible.

Migration Day Checklist

- Confirm redirects are working.
- Update canonical tags to HTTPS.
- Update internal links to HTTPS.
- Generate and submit new HTTPS XML sitemaps.

Post-Migration Monitoring

- Monitor server logs for 404 errors.
- Track organic traffic for significant drops.
- Crawl site for broken links or redirect chains (within 24h).
- Check Core Web Vitals and site speed.

Common Issues & Compliance

- Fix mixed content (HTTP resources on HTTPS pages).
- Update tracking codes (Analytics, Pixels).
- Update external links and social media profiles.

- Document migration for regulatory compliance.

Resources & Further Reading

Related guides for this action sheet:

■ HTTPS Migration Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/https-migration-checklist.pdf>

■ Enterprise SEO Migration Checklist 2025

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-671cb5/casey-s-seo/Checklist/enterprise-seo-migration-checklist-2025-checklist.pdf>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Colorado Springs Competitor Benchmarking: How to Analyze Your Local SEO Competition – Casey's SEO

<https://caseysseo.com/colorado-springs-competitor-benchmarking/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ 2025 Local SEO ROI Measurement and Analytics – Casey's SEO

<https://caseysseo.com/2025-local-seo-roi-measurement-and-analytics/>

■ Setting Up Bing Webmaster Tools: Your Complete Guide for Multi-Platform SEO Success – Casey's SEO

<https://caseysseo.com/bing-webmaster-tools-setup-guide-for-multi-platform-seo-success/>

■ Find Your Local Results

<https://caseysseo.com/>

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Meticulous planning and testing are key to a successful HTTPS migration.