

HTTPS Migration Checklist

Ensure a smooth transition to HTTPS without losing SEO rankings.

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

1. Pre-Migration Audit

Understand your current site's performance and technical foundation before migrating.

- Crawl every page, image, and link on your site.
- Document your top-performing pages and their current rankings.
- List all external links pointing to your site.
- Identify all embedded resources (images, videos, scripts).
- Verify your robots.txt file is accurate.
- Ensure your XML sitemaps are correct.
- Check that your canonical tags are properly configured.
- Audit every resource for mixed content (HTTP resources on HTTPS pages).

2. Staging Environment Setup

Create a safe, private copy of your site to test the migration.

- Set up a staging environment mirroring your production site.
- Block search engines from accessing the staging site using no-index tags.
- Ensure the CMS setup is identical to production.
- Configure all plugins and themes correctly.
- Install and test the SSL certificate on the staging site.
- Test all links, forms, and tracking codes on the staging site.
- Verify all hardcoded HTTP links are updated.

3. SSL Certificate Setup

Obtain and configure your SSL certificate correctly.

- Choose an appropriate SSL certificate (e.g., from your hosting provider).
- Verify the certificate covers all domain variations (www and non-www).
- Ensure no browser security warnings appear.
- Check that the certificate is not set to expire soon.
- Confirm all necessary subdomains are covered by the certificate.
- Test your SSL certificate configuration using a tool like SSL Labs.

4. Redirect Strategy

Plan how to guide users and search engines from old URLs to new ones.

- Create a spreadsheet listing every important page.
- Map each old HTTP URL to its new HTTPS equivalent.
- Ensure direct 301 redirects are used, avoiding redirect chains.
- Verify that existing redirects are updated to point to the final HTTPS destination.
- Consider server-level redirects (.htaccess) for better performance.
- Implement a bulk redirect rule for the entire site if applicable.

5. Migration Day Execution

Implement the migration during a low-traffic period with careful steps.

- Schedule the migration during a low-traffic period (e.g., early morning weekdays).
- Confirm all redirects are in place and functioning correctly.
- Update canonical tags to point to HTTPS versions of pages.
- Update all internal links to use HTTPS URLs.
- Generate new XML sitemaps referencing HTTPS URLs.
- Submit updated XML sitemaps to Google Search Console immediately.
- Have a rollback plan ready in case of critical issues.

6. Post-Migration Monitoring (First 48 Hours)

Closely monitor your site's performance and SEO health immediately after migration.

- Ensure Google Search Console is set up for the new HTTPS property.
- Monitor server logs for 404 errors and investigate any spikes.
- Track organic traffic for significant drops.
- Run a full site crawl to identify broken links or redirect issues.
- Monitor Core Web Vitals and site speed metrics.
- Check for and fix any remaining mixed content issues.
- Verify tracking codes (Google Analytics, etc.) are firing correctly.

7. Ongoing Monitoring & Maintenance

Continue monitoring for at least a month and address any lingering issues.

- Continue monitoring organic traffic and rankings for stability.
- Periodically re-crawl the site to catch new issues.
- Update external links on social media profiles and other platforms.
- Review security settings and certificate validity regularly.
- Keep documentation of the migration process for compliance.
- Address any issues flagged by browser security warnings.

8. Regulatory and Advanced Considerations

Address compliance and complex migration scenarios.

- Ensure compliance with data protection regulations (e.g., GDPR).

- Document the migration process for auditors if in a regulated industry.
- Consider a phased migration approach for very large sites.
- Utilize tools for complex redirect mapping on large sites.
- Evaluate if professional help is needed for complex migrations.
- Update any external integrations or third-party tools.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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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Plan meticulously, test thoroughly, and monitor consistently for a successful HTTPS migration.