

HTTPS Migration Checklist

How to Switch Without Crushing Your SEO Rankings

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

Factor	Key Stage	Action Items	Potential Pitfalls
Pre-Migration Audit	Assess current performance (traffic, conversions, rankings)	Crawl site, document top pages, external links, embedded resources	Check robots.txt, sitemaps, canonical tags for issues
Staging Environment Setup	Create a private copy of the HTTPS site	Block search engines with no-index tags	Mirror production environment (CMS, plugins, themes, SSL)
SSL Certificate Setup	Obtain and install SSL certificate	Verify coverage for all domain variations and subdomains	Ensure no browser security warnings and certificate is not expiring soon
Redirect Strategy	Map every old HTTP URL to its new HTTPS equivalent	Use 301 redirects for all changes	Avoid redirect chains and prefer server-level redirects over plugins
Migration Day	Perform during low-traffic periods	Ensure redirects are working, update canonical tags	Update internal links and XML sitemaps to HTTPS
Post-Migration Monitoring	Monitor for 48 hours intensely, then for at least a month	Check server logs for 404 errors, monitor organic traffic	Crawl site for broken links/redirect chains, monitor Core Web Vitals
Common Mistakes	Ignoring mixed content issues	Forgetting to update external tools and tracking codes	Prematurely celebrating before thorough monitoring
Regulatory Considerations	Ensure compliance with data protection laws (GDPR, etc.)	Document the migration process for auditors	Consider phased migrations for large or complex sites

Resources & Further Reading

Related guides to support your comparison:

■ HTTPS Migration Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/https-migration-checklist-without-loss-seo-rankings-action-sheet.pdf>

■ HTTPS Migration Checklist for SEO Ranking Preservation (Process Flow)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-6f5cfe/casey-s-seo/Process%20Flow/https-migration-checklist-without-loss-seo-rankings-process-flow.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 execution are key to a successful HTTPS migration without SEO loss.