

HTTPS Migration Checklist

Switch to HTTPS without losing SEO rankings.

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

Pre-Migration Audit • Document current traffic, conversions, and rankings. • Crawl all pages, images, and links. • Audit top-performing pages and external links. • Check robots.txt, XML 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, SSL). • Test all links, forms, and tracking codes.
SSL Certificate • Ensure certificate covers all domain variations. • Verify no browser security warnings. • Check expiration date. • Test with SSL Labs' free tool.	Redirect Strategy • Map every HTTP URL to its HTTPS equivalent. • Use 301 redirects for all changes. • Avoid redirect chains; go directly to the final destination. • Prefer server-level redirects (.htaccess) over plugins.
Migration Day Checklist • Perform during low-traffic periods. • Ensure redirects are working. • Update canonical tags to HTTPS. • Update internal links to HTTPS.	Post-Migration Monitoring • Monitor for 48 hours intensely. • Check server logs for 404 errors. • Watch organic traffic for significant drops. • Run a full site crawl within 24 hours.
Common Issues & Fixes • Fix mixed content: ensure all resources load over HTTPS. • Update tracking codes (Analytics, Pixel). • Update external integrations and social media profiles. • Continue monitoring for at least a month.	Advanced & Regulatory • Consider phased migration for large sites. • Document migration for compliance (GDPR, etc.). • Use tools for complex redirect mapping. • Engage professionals for complex or high-revenue sites.

Resources & Further Reading

Related guides to pair with this cheat sheet:

■ HTTPS Migration Action Sheet

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/https-migration-checklist-without-lo-sing-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-lo-sing-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/>

■ About Casey's SEO

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