

HTTPS Migration Roadmap

A phased approach to migrating your website to HTTPS without losing SEO rankings.

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

Pre-Migration (Week 1): Foundation & Audit

- Perform a comprehensive pre-migration audit to establish a baseline.
- Crawl the entire site to understand current traffic, conversions, and rankings.
- Document top-performing pages, external links, and embedded resources.
- Ensure robots.txt, XML sitemaps, and canonical tags are accurate and documented.



Pre-Migration (Week 2): Staging Environment Setup

- Set up a staging environment mirroring the production site.
- Block the staging site from search engines using no-index tags.
- Install and configure the SSL certificate on the staging environment.
- Test all site functionality, links, forms, and tracking codes on staging.



Pre-Migration (Week 3): SSL Certificate & Redirect Strategy

- Verify SSL certificate covers all domain variations and subdomains.
- Test the SSL certificate using tools like SSL Labs.
- Create a detailed redirect map for all HTTP to HTTPS URL changes.
- Prioritize server-level redirects over plugin-based redirects for efficiency.



Migration Day: Execution & Initial Checks

- Schedule migration during a low-traffic period.
- Implement the redirect strategy and test key URLs.
- Update canonical tags to point to HTTPS versions.
- Update internal links to HTTPS versions.
- Generate and submit new HTTPS XML sitemaps to Google Search Console.



Post-Migration (First 48 Hours): Intensive Monitoring

- Monitor server logs for 404 errors and redirect issues.
- Closely track organic traffic for significant drops.
- Run a full site crawl to identify broken links or redirect chains.

- Monitor Core Web Vitals and site speed metrics.



Post-Migration (Week 1-4): Ongoing Monitoring & Refinement

- Continuously monitor for mixed content issues and resolve them.
- Update tracking codes (Google Analytics, etc.) and external integrations.
- Update social media profiles and external links pointing to the site.
- Continue monitoring rankings and traffic fluctuations.
- Review site performance and user experience.



Ongoing: Maintenance & Compliance

- Maintain documentation of the migration process for compliance.
- Stay updated on regulatory considerations for data protection.
- Consider phased migrations for large or complex sites.
- Evaluate the need for professional assistance for complex migrations.

Resources & Further Reading

Related guides for this timeline:

■ [HTTPS Migration Action Sheet](#)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-021eb2/casey-s-seo/Action%20Sheet/https-migration-checklist-without-lossing-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-lossing-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](#)

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Plan meticulously, test thoroughly, and monitor diligently to ensure a successful HTTPS migration.