

HTTPS Migration Workbook

Your step-by-step guide to switching to HTTPS without losing SEO rankings.

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

Pre-Migration Audit

Before migrating, what three key areas should you document to establish a baseline for success measurement?

Staging Environment

Why is setting up a staging environment crucial before migrating to HTTPS?

SSL Certificate Verification

List two essential checks for your SSL certificate before proceeding with the migration.

Redirect Strategy

What is the purpose of a redirect map during an HTTPS migration, and what type of redirect should be prioritized?

Migration Day Tasks

After redirects are in place, what are two critical tasks to perform on migration day?

Post-Migration Monitoring

What are two key metrics or indicators to monitor closely in the first 48 hours after migration?

Mixed Content Issues

What is 'mixed content' and how do you resolve it during an HTTPS migration?

External Tools and Integrations

Besides website content, what other tools or integrations need to be updated for HTTPS?

Resources & Further Reading

Related guides to use with this workbook:

■ 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/>

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Secure your site, protect your rankings, and build user trust with a well-planned HTTPS migration.