

HTTPS Migration Action Sheet

Switch to HTTPS without losing SEO rankings

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

Pre-Migration Audit

- Crawl all site pages, images, and links
- Document current traffic, conversions, and rankings
- Identify top pages, external links, and embedded resources
- Check robots.txt, 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 setup
- Test all links, forms, and tracking codes

SSL Certificate & Redirects

- Verify SSL certificate covers all variations
- Ensure no browser security warnings
- Map every HTTP URL to its HTTPS equivalent (301 redirects)
- Prioritize server-level redirects over plugins

Migration Day Checklist

- Confirm redirects are working
- Update canonical tags to HTTPS
- Update internal links to HTTPS
- Generate and submit new HTTPS XML sitemaps

Post-Migration Monitoring

- Monitor server logs for 404 errors
- Track organic traffic for significant drops
- Crawl site for broken links and redirect chains
- Check Core Web Vitals and site speed metrics

Common Pitfalls & Compliance

- Fix mixed content issues (HTTP resources on HTTPS pages)
- Update tracking codes and external integrations
- Review regulatory requirements (GDPR, privacy laws)

- Document the entire migration process

Resources & Further Reading

Related guides for this action sheet:

■ HTTPS Migration Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/https-migration-checklist.pdf>

■ HTTPS Migration Checklist (Infographic)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-e6395a/casey-s-seo/Infographic/https-migration-checklist-without-losing-seo-rankings-infographic.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 testing are key to a successful HTTPS migration.