

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. • Check robots.txt, XML sitemaps, and canonical tags. • Identify and fix any pre-migration technical issues.	Staging Environment Setup • Create a private copy of your HTTPS site. • Block staging from search engines (no-index tags). • Ensure identical CMS, plugins, and themes. • Install and test the SSL certificate.
SSL Certificate Setup • Use a standard SSL certificate from your host. • Verify coverage for all domain variations (www, non-www). • Ensure no browser security warnings appear. • Test certificate validity with SSL Labs.	Redirect Strategy • Map every old HTTP URL to its new HTTPS equivalent. • Use 301 redirects for all URL changes. • Avoid redirect chains; go directly to the final destination. • Prefer server-level redirects over plugins for reliability.
Migration Day Checklist • Perform migration during low-traffic periods. • Ensure redirects are working and test URLs. • Update canonical tags to HTTPS versions. • Update internal links to HTTPS.	Post-Migration Monitoring • Monitor server logs for 404 errors. • Watch organic traffic closely for significant drops. • Run a full site crawl within 24 hours. • Monitor Core Web Vitals and site speed.
Common Issues & Fixes • Fix mixed content by ensuring all resources load over HTTPS. • Update tracking codes (Analytics, Pixel) to HTTPS URLs. • Update external integrations and social media profiles. • Continue monitoring for at least one month.	Advanced Considerations • Document migration for regulatory compliance (GDPR, etc.). • Consider phased migration for large sites. • 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-20260710-0cba72/casey-s-seo/Action%20Sheet/https-migration-checklist-without-losing-seo-rankings-action-sheet.pdf>

■ HTTPS Migration Checklist: How to Switch Without Losing SEO Rankings (Process Flow)

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Process%20Flow/https-migration-checklist-without-losing-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.