

HTTPS Migration Checklist

Switch to HTTPS without losing SEO rankings.

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

1. Pre-Migration Audit

Understand your current site's performance and technical foundation before migrating.

- Crawl your entire site to get a picture of current traffic, conversions, and rankings.
- Document your top-performing pages and their current rankings.
- List all external links pointing to your site.
- Identify all embedded resources (images, videos, scripts).
- Check and document your robots.txt file.
- Check and document your XML sitemaps.
- Check and document your canonical tags.
- Identify and fix any mixed content issues (HTTP resources on current pages).

2. Staging Environment Setup

Create a private copy of your site to test the HTTPS migration safely.

- Set up a staging environment that mirrors your production setup.
- Ensure the staging site is blocked from search engines (using no-index tags).
- Install and configure the SSL certificate on the staging environment.
- Test all website functionality on the staging site (links, forms, tracking codes).
- Verify that all plugins and themes are properly configured on staging.
- Update any hardcoded HTTP links within the staging site.

3. SSL Certificate Setup

Obtain and correctly configure your SSL certificate.

- Choose an appropriate SSL certificate (e.g., from your hosting provider).
- Verify the certificate covers all domain variations (www and non-www).
- Ensure no browser security warnings appear with the certificate.
- Check the certificate's expiration date.
- Confirm all necessary subdomains are covered by the certificate.
- Test your SSL certificate using an online tool like SSL Labs.

4. Redirect Strategy

Plan and implement 301 redirects for all old URLs to their new HTTPS equivalents.

- Create a spreadsheet listing every important HTTP URL.

- For each HTTP URL, specify its exact HTTPS destination.
- Ensure redirects go directly to the final destination (avoid redirect chains).
- Implement redirects at the server level (e.g., .htaccess) for better performance.
- Test a few key URLs manually to ensure redirects are working correctly.

5. Migration Day Checklist

Execute the migration during a low-traffic period and update critical site elements.

- Choose a low-traffic period for the migration (e.g., early morning weekday).
- Verify all 301 redirects are in place and functioning.
- Update all canonical tags to point to HTTPS versions of pages.
- Update all internal links to use HTTPS URLs.
- Generate new XML sitemaps referencing HTTPS URLs.
- Submit updated XML sitemaps to Google Search Console immediately after migration.
- Have a rollback plan ready in case of critical issues.

6. Post-Migration Monitoring

Closely monitor your site's performance and SEO health immediately after the migration.

- Set up Google Search Console for the new HTTPS property.
- Monitor server logs for 404 errors and investigate any spikes.
- Track organic traffic closely for significant drops.
- Run a full site crawl within 24 hours to identify broken links or redirect chains.
- Monitor Core Web Vitals and site speed metrics.
- Check for any remaining mixed content issues and fix them.
- Update tracking codes (e.g., Google Analytics, Facebook Pixel) for HTTPS.
- Update any external integrations and tools.

7. Ongoing Checks and Compliance

Continue monitoring and address any regulatory considerations.

- Continue monitoring site performance and rankings for at least one month.
- Verify that all social media profiles and external links point to HTTPS URLs.
- Document the entire migration process for compliance purposes.
- Ensure compliance with data protection regulations (e.g., GDPR) if handling sensitive data.
- Consider a phased migration for very large or complex websites.
- Review and update redirect mapping for any new content or URL changes.

8. Common Mistakes to Avoid

Be aware of common pitfalls during and after an HTTPS migration.

- Do not forget to audit your technical foundation before starting.
- Do not skip testing in a staging environment.

- Do not implement incorrect or incomplete redirect maps.
- Do not rely solely on plugin-based redirects if server-level is an option.
- Do not celebrate prematurely; monitor for at least a month.
- Do not ignore mixed content warnings.
- Do not forget to update external tools and integrations.
- Do not fail to have a rollback plan.

Resources & Further Reading

Use these pages while working through the checklist:

■ 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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Plan meticulously, test thoroughly, and monitor consistently for a successful HTTPS migration.