

HTTPS Migration Checklist for SEO

A guide to switching to HTTPS without losing search engine rankings.

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

Factor	Key Action	Description	Importance
Pre-Migration Audit	Perform a comprehensive audit	Document current traffic, conversions, rankings, and external links.	Essential for establishing a baseline and identifying issues.
Staging Environment Setup	Set up a private copy of your site	Mirror production, install SSL, block search engines.	Crucial for testing without impacting live site or SEO.
SSL Certificate Setup	Obtain and install an SSL certificate	Ensure it covers all domain variations and has no security warnings.	Fundamental for HTTPS security and a Google ranking signal.
Redirect Strategy	Create a 301 redirect map	Map every old HTTP URL to its new HTTPS equivalent, avoiding chains.	Critical for maintaining link equity and user navigation.
Migration Day Execution	Update canonical tags and internal links	Generate new HTTPS XML sitemaps and submit them.	Ensures search engines recognize the new URLs and site structure.
Post-Migration Monitoring	Monitor for 48 hours intensely, then for a month	Check server logs for errors, track organic traffic, and crawl for issues.	Vital for catching and resolving any problems that arise.
Mixed Content Resolution	Identify and fix all HTTP resources	Ensure all images, scripts, and stylesheets load over HTTPS.	Prevents browser security warnings and user abandonment.
External Tool & Link Updates	Update tracking codes and integrations	Inform social media profiles and external sites of the new URLs.	Maintains functionality of analytics and external references.
Regulatory Considerations	Document compliance with data protection laws	Ensure encrypted connections meet GDPR and other privacy requirements.	Important for legal compliance and customer trust.
Professional Assistance	Consider hiring experts for complex migrations	Recommended for large sites, revenue-generating sites, or technical uncertainty.	Ensures a smooth process and mitigates risk.

Resources & Further Reading

Related guides to support your comparison:

■ [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://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)

<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)

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■ [Colorado Springs Competitor Benchmarking: How to Analyze Your Local SEO Competition – Casey's SEO](https://caseysseo.com/colorado-springs-competitor-benchmarking/)

<https://caseysseo.com/colorado-springs-competitor-benchmarking/>

■ [Colorado Springs Local SEO Company](https://caseysseo.com/colorado-springs-local-seo/)

<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/)

<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/)

<https://caseysseo.com/bing-webmaster-tools-setup-guide-for-multi-platform-seo-success/>

■ [Find Your Local Results](https://caseysseo.com/)

<https://caseysseo.com/>

■ [About Casey's SEO](https://caseysseo.com/about/)

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■ [Contact Casey's SEO](https://caseysseo.com/contact/)

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Meticulous planning and execution are key to a successful HTTPS migration without SEO damage.