

HTTPS Migration Checklist for SEO Success

Navigate your website's HTTPS migration without losing valuable SEO rankings.

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

HTTPS is a confirmed ranking signal.	Google Ranking Factor
HTTP sites face increasing browser security flags.	Browser Warnings
Crucial for the first 48 hours and up to a month.	Post-Migration Monitoring

Pre-Migration Audit is Key

Document your current site's performance, traffic, and rankings. Identify all external links and embedded resources before starting.

Staging Environment is Mandatory

Set up a private copy of your HTTPS site to test all functionalities, links, and tracking codes before going live.

Master Redirect Strategy

Map every old HTTP URL to its new HTTPS equivalent using 301 redirects. Avoid redirect chains and opt for server-level redirects if possible.

Combat Mixed Content

Ensure all resources (images, scripts, etc.) load over HTTPS. Browsers flag HTTP resources, harming user experience and security.

Resources & Further Reading

Related guides for this summary:

■ 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

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/https-migration-checklist.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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Plan meticulously, test thoroughly, and monitor closely for a seamless HTTPS migration.