

HTTPS Migration Workbook

Your guide to switching to HTTPS without losing SEO rankings.

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

Pre-Migration Audit

Before migrating, what three key areas should you document to establish a baseline for measuring success?

Staging Environment

Why is setting up a staging environment crucial before migrating to HTTPS?

SSL Certificate Verification

List two things to verify about your SSL certificate to ensure it's properly configured.

Redirect Strategy

What is the purpose of a redirect map, and what should you avoid when creating redirects?

Migration Day Steps

After redirects are in place on migration day, what are two other crucial steps to take?

Post-Migration Monitoring

What are two critical metrics or issues to monitor closely in the first 48 hours after migration?

Mixed Content

What is mixed content, and what is the general approach to fixing it?

Long-Term Monitoring

For how long should you continue to monitor your site after an HTTPS migration?

Resources & Further Reading

Related guides to use with this workbook:

■ 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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Secure your site, protect your rankings, and ensure a smooth HTTPS migration.