

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 every page, image, and link on your site.
- Document top-performing pages and their current rankings.
- List all external links pointing to your site.
- Identify all embedded resources (images, videos, scripts).
- Verify robots.txt file is documented and in good shape.
- Verify XML sitemaps are documented and in good shape.
- Verify canonical tags are documented and in good shape.
- Audit every resource for mixed content issues using browser developer tools.

2. Staging Environment Setup

Create a safe, private copy of your site to test the migration.

- Set up a staging environment mirroring 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 site.
- Test all plugins and themes on the staging site.
- Click every link on the staging site to ensure functionality.
- Submit every form on the staging site to test functionality.
- Verify all tracking codes fire properly on the staging site.
- Check for and fix any hardcoded HTTP links on the staging site.

3. SSL Certificate Setup

Ensure your SSL certificate is correctly installed and configured.

- Obtain a standard SSL certificate (often from your hosting provider).
- Verify the certificate covers all domain variations (www and non-www).
- Confirm no browser security warnings appear with the certificate.
- Check that the certificate is not set to expire soon.
- Ensure all necessary subdomains are properly covered by the certificate.
- Test your certificate using an external 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.
- Specify the exact HTTPS URL for each redirect.
- Ensure redirects go directly to the final destination (avoid redirect chains).
- Implement server-level redirects (e.g., via .htaccess) for reliability.
- Test a few key URL redirects manually before the migration.

5. Migration Day Checklist

Execute the migration during a low-traffic period with careful steps.

- Choose a low-traffic period for the migration (e.g., early morning weekday).
- Confirm all planned redirects are in place and working.
- Update all canonical tags to point to HTTPS versions.
- Update all internal links to use HTTPS URLs.
- Generate new XML sitemaps referencing HTTPS URLs.
- Submit updated XML sitemaps to Google Search Console immediately.
- Have a rollback plan ready in case of issues.
- Inform your team about the migration schedule.

6. Post-Migration Monitoring

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

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

7. Ongoing Checks & Compliance

Continue monitoring and address regulatory considerations.

- Continue monitoring site performance for at least one month.
- Update social media profiles with HTTPS URLs.
- Update any external sites linking to you with HTTPS URLs.
- Document the migration process for compliance purposes (if applicable).
- Ensure compliance with data protection regulations (e.g., GDPR).
- Review rankings for stability and recovery.
- Address any user-reported security warnings.

8. Avoiding Common Mistakes

Be aware of pitfalls and how to prevent them.

- Do not forget to audit for mixed content before migration.
- Do not forget to update tracking codes and external tools.
- Do not celebrate prematurely; continue monitoring for weeks.
- Do not skip the staging environment testing phase.
- Do not ignore redirect chains.
- Do not rely solely on plugin redirects if server-level is an option.
- Do not rush the preparation phase.

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 seamless HTTPS migration.