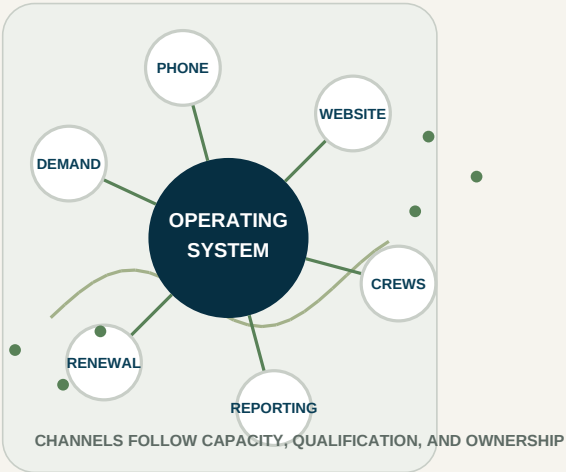


SEO

How to Migrate a Website Without Losing a Season

A launch checklist that protects URLs, tracking, local visibility, forms, and paid landing pages.



THE CONSTRAINT

A website migration can remove pages, break redirects, reset tracking, interrupt forms, and weaken local visibility at the exact moment spring demand arrives. The migration plan must protect revenue paths, not only design files.

USE THIS WHEN

Use this for domain changes, platform moves, redesigns, or major URL restructuring.

DO NOT START HERE

Do not launch inside the spring rush unless the existing site is causing a greater operating risk.

Inputs to gather before the first meeting

- 1

Complete URL and traffic inventory
- 2

Redirect and content map
- 3

Tracking and form requirements
- 4

Launch window and rollback owner

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 Inventory the live site

Export every indexable URL, landing page, form, tracking tag, backlink target, and branch page. Record what must remain, move, merge, or retire.

02 Map redirects before build

Assign every old URL a final destination. Avoid sending all removed pages to the homepage.

03 Rebuild tracking and forms

Test calls, forms, CRM routing, analytics, advertising tags, confirmation messages, and consent before launch.

04 Choose the operating window

Launch when the office can monitor enquiries and the crew calendar can tolerate a temporary issue. Keep a rollback copy and named owner.

05 Monitor the first month

Check crawl errors, redirects, indexation, rankings, forms, calls, page speed, and paid campaign destinations. Fix revenue-path failures first.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01

Redirect coverage

02

Form and call success

03

Organic landing traffic

04

Booked leads after launch

Thirty-day rollout

WEEK 1

inventory and decide URLs.

WEEK 2

build redirects and tracking plan.

WEEK 3

test staging and lead flow.

WEEK 4

launch, monitor, and correct.

Stop and scale rules

- No URL disappears without a decision.
- No launch proceeds without end-to-end lead testing.
- Peak season requires a stronger rollback plan.

Launch checklist

- ☐ URL inventory complete
- ☐ Redirect map approved
- ☐ Forms tested
- ☐ Paid pages checked
- ☐ Rollback ready
- ☐ Thirty-day monitoring owned

One playbook fixes one constraint. We run the whole growth system. AI, website and reporting from \$2,000/mo. Ad spend is excluded.

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