

Website Merge SEO Checklist

Pre-Migration Audit

- ✓ Conduct a full content audit across all domains
- ✓ List URLs with traffic, backlinks, rankings
- ✓ Identify duplicate, thin, or outdated content
- ✓ Decide which pages to keep, consolidate, or remove

URL Mapping & Redirects

- ✓ Create a one-to-one URL mapping spreadsheet
- ✓ Use 301 redirects (not 302 or meta refreshes)
- ✓ Avoid redirect chains and loops
- ✓ Update all internal links to new URLs

Technical Setup & Staging

- ✓ Use a staging environment with noindex, nofollow
- ✓ Test page speed, mobile usability, crawlability
- ✓ Validate robots.txt and sitemap.xml readiness
- ✓ Remove noindex before launch

Launch Preparation

- ✓ Deploy all redirects and updated content
- ✓ Verify Google Analytics and GSC are connected
- ✓ Submit updated sitemap to GSC
- ✓ Double-check canonical tags and metadata

Post-Launch Monitoring

- ✓ Monitor crawl errors and indexing in GSC
- ✓ Track keyword rankings and organic traffic
- ✓ Run site audit to detect broken links
- ✓ Check backlink redirects using Ahrefs/Moz

Ongoing Optimization

- ✓ Rebuild internal linking with topic clusters
- ✓ Optimize pages with low performance post-migration
- ✓ Review technical SEO monthly for errors
- ✓ Continue content improvement and backlink acquisition