

A 10 Step Checklist for an Ecommerce Website Migration



- ☐ Planning a successful migration (Site Hierarchy, Content migration, Content Overhaul)
- ☐ Check and redirect old URLs
- ☐ Review your Metadata
- ☐ Implement schema markup
- ☐ Check for duplicate content
- ☐ Test your Redirects
- ☐ Generate and Submit Your XML Sitemap
- ☐ Ensure analytics tracking code is working
- ☐ Double check links in emails and downloadable assets
- ☐ Use annotations to track ALL changes to the site