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

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