

Migration Type				Who?	Status
Domain	Design	Https /Other			
Data Gathering					
Y	Y	Y	1 Run A Full Website Crawl Before The Migration	SEO team	Done
Y	Y	Y	2 Identify Top Performing Pages Driving Traffic (GSC/GA)	SEO team	In Progress
Y	Y	Y	3 Website Loading Speed Report	SEO team	Pending
Y	Y	Y	4 Benchmark Keyword & Traffic Data	SEO team	Pending
Y	N	N	5 Record Backlinks Data (If a domain is changing only)	SEO team	Pending
Design/ Wireframe Stage Review					
Y	Y	Y	1 URL Mapping	SEO team	Pending
Y	Y	N	2 Content Gap Analysis	SEO team	Pending
Y	Y	N	3 Metadata Review	SEO team	Pending
Y	Y	N	4 Run A Crawler On The Staging Site	SEO team	Pending
Y	Y	N	5 Fix Technical Issues And Update Content Gaps	SEO team	Pending
Y	Y	Y	6 Prepare URL Redirection Matrix	SEO team	Pending
Y	Y	Y	7 Review Tracking Codes, Canonical Tags, Language Tags and Structured Data	SEO team	Pending
Recommendation Implementations					
				Web Dev	Status
Launch Day					
Y	Y	Y	1 Remove All "noindex" "nofollow" Tags	Web Dev	Pending
Y	N	N	2 Domain Change In GSC (If only domain name change)	Web Dev	Pending
Y	Y	Y	3 Check Robots.txt	SEO team	Pending
Y	Y	Y	4 Check Redirects	SEO team	Pending
Y	Y	Y	5 Submit A New Sitemap To The Google Search Console Account	SEO team	Pending
Y	Y	Y	6 Create Annotation In Google Analytic	SEO team	Pending
Post Evaluation (After 1 week)					
Y	Y	Y	1 Monitor Google Search Console Index Coverage Report	SEO team	Pending
Y	Y	Y	2 Use The URL Inspection Tool To Check The Status Of Top-performing Pages	SEO team	Pending
Y	Y	Y	3 Monitor Performance Changes	SEO team	Pending