

The three phases, and what each one is for

Every item has a named owner. That's the part migrations fail on.

PHASE 01

Before launch

Where the migration is won. Nothing here should still be moving on launch morning.

- 1 Crawl the current site and save the baseline **SEO**
- 2 Build the 301 redirect map, URL by URL **SEO**
- 3 Decide: move all at once, or in sections **SEO**
- 4 Check whether the new platform renders with JavaScript **DEVELOPER**
- 5 Carry hreflang, IA and Core Web Vitals decisions across **SEO**
- 6 Set up GA4 and GTM on the new templates **SEO**
- 7 Agree to the rollback conditions and name who calls it **CLIENT**
- 8 Confirm every item has an owner, and the owner knows it **CLIENT**

PHASE 02

Launch day

Execution only. One channel, one person reading the list out loud.

- 1 Ship the redirects and test them in batches **DEVELOPER**
- 2 Update robots.txt and clear any staging noindex **DEVELOPER**
- 3 Submit the new sitemap, leave the old one in place **SEO**
- 4 File the Change of Address, only if the move crosses domains **SEO**
- 5 Confirm GA4 and GTM fire on every new template **SEO**
- 6 Spot-check rendering on your highest-traffic templates **DEVELOPER**

PHASE 03

After launch

Comparison work. New site against baseline, new numbers against old.

- 1 Recrawl the new site and compare it against the baseline **SEO**
- 2 Watch both sitemaps in Search Console **SEO**
- 3 Keep the redirects live for at least the window Google states **DEVELOPER**
- 4 Check GA4 and GTM data is comparable to before **SEO**
- 5 Fix internal links that still point at old URLs **CLIENT**

SEO owns it **DEVELOPER** owns it **CLIENT** owns it