



# THE HTTP TO HTTPS MIGRATION CHECKLIST



## PREPARATION

- Select an SSL certificate
- Crawl your existing website to obtain a list of all URLs
  - Understand current state of your site
  - Crawl data will be used for comparison
- Obtain access with sufficient privileges to all applicable accounts
  - Website Access
  - Social Media
  - Search Console
  - Google Analytics
  - Google My Business
  - AdWords
- Download a list of all 301 redirects currently in place
  - Update the 301 map with new HTTPS URLs to have ready to go upon launch
- Download and update disavow file
- Download any URL removal requests
- If using a test server, you can update all absolute links to HTTPS prior to going live

- Install SSL certificate
- Update .htaccess file to force https (be sure to specify 301)
- Replace all absolute links
  - Pages
  - Scripts
  - Images
  - CDNs
  - Stylesheets
  - Canonicals
  - Hreflang
  - Plugins

## LAUNCH

## POST-LAUNCH

- Import updated 301 redirects
- Search Console:
  - Verify HTTPS versions of the website (www & non-www)
  - Submit new sitemap with HTTPS URLs
  - Update robots to include HTTPS sitemap location
- Ensure that robots is not blocking any HTTPS content
  - Verify and set preferred domain
  - Submit updated sitemap with HTTPS URLs
  - Associate Google Analytics with preferred domain and annotate the switch
  - Fetch, render, and submit URLs for indexing
  - Resubmit disavow file (if applicable)
  - Resubmit URL removal requests (if applicable)
- Update Google Analytics to HTTPS version
- Update (if applicable):
  - Structured Data Markup
  - Email Campaigns
  - PPC
  - Additional Scripts
- Update URLs on all social media accounts
- Check RSS feed is working (if applicable)
- Run an HTTPS Validation Check
- Crawl HTTPS version of site
  - Make sure nothing is broken and all links are working
- Crawl the list of old URLs (They should all be 301 redirecting)
- Monitor rankings, Search Console, and Analytics over the next several weeks