



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
 - Images
 - Stylesheets
 - Scripts
 - CDNs
 - 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