HTTP to HTTPS Migration Checklist

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Reflectdigital

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GETTING STARTED

TASK	✔
Plan written – worked out what to do and timelines	
Set up a test environment	
• Search engines blocked in robots.txt	
• Login added	
• Pages no-indexed	
CMS migration guides read or web developer talked with to find out any complexities in migrating with our particular CMS	
Set up an SSL certificate	
• Identified type of SSL certificate needed	
• Bought SSL certificate	
• Installed SSL Certificate	
• Validated SSL certificate	
• Reminder to renew SSL certificate set	
Set benchmarks of current performance	
• Site crawled and copy saved	
• In-depth 12 month report taken from analytics program	
• Keyword rankings snapshot	
Communicated migration plan with stakeholders	
• Marketing team informed	
• IT department informed	
• Other key stakeholders _____	
Added complexities isolated and factored into overall migration plan	
SECTION COMPLETE	

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WHAT TO MOVE

TASK	✔
Identified how much needs to be movedt	
Planned method of migration: all in one go/move in sections/move through canonicals	
Listed our resources	
• Website crawled for all URLs, images and PDFs	
• Robots.txt identified	
• Fonts, Javascript and CSS files identified	
• "Site:" search performed in major search engines to determine comprehensive list of indexed pages	
SECTION COMPLETE	

PREPARING TO MOVE: ON-SITE

TASK	✔
Duplicated all of the HTTP website content to the HTTPS version's location onto the development site	
Updated development site to reference HTTPS	
• Updated internal links to point to absolute HTTPS URLs	
• Updated HTTP headers	
• Updated canonical tags	
• Updated hreflang tags	
• Resource hints including dns-prefetch, preconnect, prefetch and prerender are updated to HTTPS URLs	
• Open Graph tags are updated to reference HTTPS URLs	
• External scripts checked that they support HTTPS	
• Structured Data updated to reference HTTPS version of the site	
Internal site search & plugins are secure and work with HTTPS	
Checked and remedied any remaining insecure content	
Updated old redirects to reference the new HTTPS version of the site to be uploaded once new site is live	
SECTION COMPLETE	

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PREPARING TO MOVE: TECHNICAL

TASK	✓
Updated all CDN settings so they point to HTTPS versions, or removed the protocol entirely.	
XML sitemaps updated to reference the HTTPS versions of pages	
HTML sitemaps linking to HTTPS version of pages	
Robots.txt updated so all URLs referenced are HTTPs, including the location of the XML sitemap	
Dev site updated to only call HTTPS CSS & Javascript assets	
Ensured all feeds to the site are HTTPS	
AMP links have been updated to the correct protocol	
Ensured cookies are secure	
SECTION COMPLETE	

THE MOVE

TASK	✓
Implemented redirects and updated old redirects ensuring there are no conflicting redirects	
Take a breath and have a cuppa	
SECTION COMPLETE	

AFTER THE MOVE

TASK	✓
Allowed the bots to crawl the site	
• Blocking removed from robots.txt	
• Login page removed	
• No index tags removed	
Redirects checked - uploaded list of HTTP URLs into a crawler and checked that all are 301 redirecting to the correct HTTPS URL	
Checked the following on-site:	
• Internal links are pointing to HTTPS URLs	

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AFTER THE MOVE (CONTINUED)

TASK	✓
• Tags & structured data reference HTTPS URLs	
• Development site links have been removed and replaced with live URLs	
Checked the following technical aspects:	
• CDN, CSS & Javascript are all HTTPS	
• HTML sitemaps linking to secure URLs	
• Feeds, AMP & Cookies are all secure	
• Fixed any 404s	
Checked the following off site:	
• Notified other sites and programs of my website's change of address	
• Google My Business/Bing Places	
• External citations	
• Facebook/social media	
• Google Analytics	
• Made sure our search console and webmaster accounts are updated	
• Added the HTTPS version of the domain	
• Checked and replicated all the settings from the HTTP version	
• Checked for (and dealt with) any manual actions for the HTTP site	
• Submitted the HTTPS homepage to index.	
• Submitted our new XML sitemap	
• Updated the disavow file taken from the HTTP property	
• Updated our social share counts	
• Updated any pay per click, retargeting and banner adverts	
• Updated all other tools and tracking software	
• Submitted our site for HSTS prerendering	
SECTION COMPLETE	

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