



## 7. Content Migration Tracker

Old URL	New URL	Page type	Content owner	Content migrated	Metadata migrated	Headings reviewed	Internal links updated	Media migrated	QA status	Notes

## 8. Metadata and On-Page Preservation

URL	Old title	New title	Old meta description	New meta description	Old H1	New H1	Primary topic preserved	Intent preserved	Reviewer	Status

## 9. Internal Linking Migration

Source URL	Old destination	New destination	Anchor text	Navigation / contextual	Update required	Owner	Status	QA notes

## 10. Canonical and Indexation Plan

URL / template	Indexation intent	Canonical target	Meta robots	X-Robots-Tag	Sitemap inclusion	Robots.txt access	Owner	QA status

## 11. XML Sitemap Plan

Sitemap	URL type	Expected URL count	Indexable URLs only	Final URLs only	Location	Submitted	Last checked	Owner	Status

## 12. Robots.txt Review

Environment	Rule / directive	Purpose	Risk	Required change	Owner	Pre-launch status	Post-launch validation

## 13. Structured Data Migration

Page type	Schema type	Current implementation	New implementation	Required properties	Validation result	Owner	Status	Notes

## 14. Analytics and Tracking Migration

Tracking item	Current setup	New setup	Property / container	Migration action	Test method	Owner	Pre-launch status	Post-launch status

## 15. Backlink Preservation Plan

Old linked URL	Linking domain	Linking page	Authority / quality note	New target URL	Redirect mapped	Direct update outreach needed	Owner	Status

## 16. Staging Environment SEO Controls

Check	Expected state	Actual state	Risk	Required action	Owner	Status
Staging blocked from indexation						
Production not blocked						
Canonical environment correct						
Analytics test traffic handled						
Internal links point to correct environment						
Robots directives reviewed						
Password / access controls reviewed						

## 17. Pre-Launch SEO QA

Check	Status	Evidence / result	Required action	Owner	Deadline
Redirect rules prepared					
Priority redirects tested					
No redirect chains on priority URLs					
Canonicals point to final URLs					
Robots directives correct					
XML sitemaps ready					
Internal links updated					
Metadata present					
H1s present					
Structured data validated					
Analytics tested					
Conversion tracking tested					
404 page works					
HTTPS works					
Mobile templates reviewed					
Core Web Vitals risks reviewed					

## 18. Launch-Day Checklist

Launch task	Owner	Target time	Status	Validation result	Issue found	Escalation owner
Confirm production robots.txt						
Confirm no accidental noindex directives						
Test homepage and key templates						
Test priority redirects						



## 22. Migration Sign-Off

Area	Owner	Approval criteria	Pre-launch approval	Post-launch approval	Date	Notes
SEO						
Development						
Content						
Analytics						
Product / project management						
Business stakeholder						

## 23. Migration Retrospective

Area	What worked	What failed	Root cause	Impact	Process improvement	Owner	Follow-up date