

# SEO Migration Checklist

HubSpot to WordPress Migration - Complete Pre-Launch Checklist - elsner.com

**How to use:** Print or use digitally. Tick each item before launch. Every item should be signed off by the responsible SEO or technical team member on launch day.

## Redirects & Technical Setup

- All 301 redirects tested and confirmed resolving correctly
- Redirect chains checked — no multi-hop chains (A→B→C)
- Robots.txt and noindex settings reviewed — nothing critical is blocked
- SSL certificate active on WordPress domain
- XML sitemap generated and ready for Search Console submission

## On-Page SEO Preservation

- Meta titles verified on every page type
- Meta descriptions verified on every page type
- Image alt text preserved and confirmed on all migrated pages
- Canonical tags validated on all pages, especially paginated content
- Schema markup tested using Google's Rich Results Test

## Analytics & Search Console

- GA4 tracking code installed and firing correctly on staging
- Google Search Console ownership verified for new WordPress domain/path
- Search Console property set up and sitemap submitted on launch day

## Content & Links

- All internal links audited and resolved to correct WordPress URLs
- Blog post formatting reviewed — HubSpot and WordPress render HTML differently
- All images re-uploaded to WordPress media (not pointing to HubSpot CDN)

## Performance & UX

- Core Web Vitals (LCP, CLS, FID) benchmarked against pre-migration scores
- Mobile responsiveness tested on primary device types
- Page speed tested via Lighthouse on staging before go-live

## Forms & Integrations

- All forms tested end-to-end including CRM submission
- Confirmation emails and lead routing verified post-submission
- CRM data flow confirmed — no silent failures on form submit