

STRATEGIC FRAMEWORK FOR ASSET PRESERVATION & CONTINUITY

2026 SEO Migration Protocol.

A Strategic Framework for Asset Preservation & Continuity.

- PHASE 01 — Equity Audit & Architecture
- PHASE 02 — Technical Staging & Integrity
- PHASE 03 — Deployment & Real-Time Monitoring
- PHASE 04 — Post-Migration Monitoring

PHASE 01

Equity Audit & Architecture

Before a single URL is modified, we must catalog every load-bearing asset of your digital presence.

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Comprehensive Site Crawl
Capture all Status Codes, H1s, and Metadata across every indexed page on the current domain.
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Asset Inventory
Export all indexed URLs via Google Search Console — this is your ranking asset inventory.
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High-Value Identification
Map top-performing pages by organic traffic and conversion — these are your non-negotiables.
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Backlink Audit
Identify and protect all high-equity external links pointing to pages that will change URLs.
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Keyword Baseline
Document current keyword rankings across your top 50-100 terms for post-launch benchmarking.

STRATEGIC PROTOCOL

The "Load-Bearing Wall" Theory

In SEO, not all URLs are created equal. For brands with moderate Domain Authority, a migration is a high-stakes inventory check. We identify your Load-Bearing URLs — those few pages that hold up 80% of your organic revenue. If a single one of these is mapped incorrectly, the entire site authority can collapse. We treat these pages with 10x the scrutiny of a standard gallery or contact page.

PHASE 02

Technical Staging & Integrity

Every technical gate must be verified before a single user arrives on the new environment.

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Redirect Mapping

Finalize the 1:1 URL mapping document with zero gaps. Confirm 301s — never 302s. No chains longer than two hops.
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Robots.txt Validation

Confirm staging noindex directives are removed for the production environment. Binary check — open or closed, nothing in between.
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XML Sitemap Alignment

Regenerate and submit the sitemap to reflect the new URL structure precisely before go-live approval.
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Canonical Integrity

Audit all canonical tags to confirm they point to the new production URLs — not old or staging addresses.
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Core Web Vitals Assessment

Confirm LCP, FID, and CLS scores match or improve on the pre-migration baseline before go-live sign-off.

STRATEGIC PROTOCOL

Eliminating "Indexing Friction"

The most common cause of post-migration traffic flatlining is not a lack of content — it is Indexing Friction. This occurs when staging noindex tags or old robots.txt instructions are accidentally carried over to the live environment. Our protocol requires a Binary Sweep — a line-by-line verification that the gates are 100% open before the first user arrives. There is no middle ground: you are either visible or you are non-existent.

PHASE 03

Deployment & Real-Time Monitoring

Migration day is not the finish line. It is the moment the protection work becomes critical.

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Live Redirect Verification

Immediately audit all high-priority URL redirects after deployment — before announcing go-live to any stakeholder.
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GSC Re-submission

Submit the new sitemap to Google Search Console within the first hour of go-live. Do not wait.
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Indexing Request

Manually trigger Google indexing for your top 10 lead-magnet and revenue-driving pages via GSC URL Inspection.
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404 Monitoring

Monitor the Search Console Coverage report in real time for the first 4 hours. Resolve all 404s within 24 hours.
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Analytics Continuity

Validate GA4 and GTM are firing correctly on the live environment before the session is closed.

STRATEGIC PROTOCOL

The "Hour-One" Indexing Force

Googlebot crawl budget is a finite resource. On migration day, we do not wait for the algorithm to find your new site. We utilise a Force-Indexing strategy, manually pushing your top 10 revenue-driving pages through Google Search Console. This minimises the latency gap between the old site dropping out of the index and the new site taking its place.

PHASE 04

Post-Migration Monitoring

The 30-day window after go-live is where migrations succeed or fail. Monitoring is not optional.

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Days 1-3: Daily Crawl Error Monitoring
Check Search Console Coverage report daily. Address any new 404 errors within 24 hours without exception.
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Day 7: Keyword Ranking Review
Pull the top 50 keyword ranking report and compare against the pre-migration baseline. Flag drops greater than 5 positions.
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Day 7: Indexed Page Count Check
Confirm indexed page count in Search Console is approaching pre-migration levels. Gaps warrant immediate investigation.
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Day 14: Traffic & Landing Page Analysis
Review organic traffic in GA4. Identify landing pages down more than 20% and escalate to technical investigation.
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Day 30: Full Ranking & Revenue Comparison
Formal comparison against pre-migration baseline. Document gains, losses, and recovery trajectory in writing.
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Ongoing: 12-Month Redirect Sanctity
Maintain all 301 redirects for a minimum of 12 months. Removing them early forfeits accumulated link equity.

STRATEGIC PROTOCOL

The 12-Month Redirect Sanctity

Redirects are not temporary bridges — they are the permanent connective tissue of your site history. Removing 301 redirects after a few months is the fastest way to forfeit years of accumulated link equity. We mandate a 12-month minimum Sanctity Period. For high-value domains, we recommend keeping your mapping file active indefinitely to protect your brand historical authority.

PROTOCOL RULE

Keep all 301 redirects live for a minimum of 12 months. For high-value domains, keep them active indefin

Protect Your Digital Equity.

A website migration is a high-stakes transition. Whether you are moving 5 pages or 5,000, the risk of a Ranking Shock is real. For smaller sites, losing a single high-performing page can result in a 50% drop in revenue that may take years to recover.

We provide the technical insurance your brand needs. Our senior strategists oversee migrations end-to-end to ensure your growth is not just maintained — but protected. No business is too small to need this protection. The cost of getting it wrong is always higher than the cost of getting it right.

50%

Average revenue drop
from a missed URL

12+

Months average
recovery timeline

100%

Redirect coverage
our protocol requires

Book Your Strategic Migration Review

conversion-game.com/get-in-touch-with-us/book-a-consultation/

Already lost rankings? → conversion-game.com/digital-marketing-services/lost-rankings-recovery/