deviart.

White label WordPress development for agencies

WordPress migration checklist

For host-to-host moves and moves from another platform. Full explanations: deviart.agency/wordpress-migration-checklist/

Site: _____ Owner: _____ New host: _____ Launch date: _____

1. Before you start

- [ ] Crawl the live site and save the export
- [ ] Merge sitemaps, Search Console, backlink and GA4 pages into one URL list
- [ ] Add clicks and referring domains per URL
- [ ] Back up the database and files, stored away from the old host
- [ ] List forms, SMTP, API keys and CRM connections
- [ ] Copy .htaccess and NGINX rules, including old redirects
- [ ] List WP-Cron events and real cron jobs
- [ ] Note GA4, Tag Manager, pixels, Search Console verification
- [ ] Copy all DNS records as text (MX, SPF, DKIM, DMARC)
- [ ] Record baseline: Lighthouse, Core Web Vitals, Pages report

2. Redirect map

- [ ] One row per old URL: new URL, type, priority, tested
- [ ] Every old URL goes straight to its final URL, no chains
- [ ] Removed pages go to the closest relevant page, not the homepage
- [ ] Pages with backlinks get one-to-one rules
- [ ] Decide what lives on the server and what lives in a plugin
- [ ] Test the map on the new copy

3. Content, media and database

- [ ] Block search engines on the new copy
- [ ] Copy files and database to the new server
- [ ] Post, page and CPT counts match the old site
- [ ] No images hotlinked from the old host or platform CDN
- [ ] SEO titles, descriptions and canonicals came across
- [ ] Plan a content freeze or a final sync, tell the client
- [ ] Crawl the new copy and compare URL, title and H1
- [ ] Pages with a big word-count drop checked by hand

4. DNS and SSL cutover

- [ ] TTL lowered to 300 seconds, 48+ hours ahead
- [ ] SSL certificate ready and tested on the new server
- [ ] Quiet hour chosen from analytics
- [ ] Final sync done or freeze started
- [ ] robots.txt, "Discourage search engines" and noindex removed
- [ ] DNS records changed, mail records left alone or copied
- [ ] Page, object and CDN caches purged
- [ ] New server confirmed with dig and response headers
- [ ] Old hosting kept for at least 2 weeks

5. Launch day

- [ ] Redirect test run, every failure and chain fixed
- [ ] Forms submitted, emails received
- [ ] Test order placed and refunded (stores)
- [ ] GA4 Realtime shows traffic
- [ ] Fresh crawl: 404s, chains, mixed content, stray noindex
- [ ] XML sitemap submitted in Search Console

6. First week

- [ ] Server error log and 404 log checked daily
- [ ] Top 20 pages checked with URL Inspection
- [ ] Backups and scheduled jobs ran on the new server

7. At 30 days

- [ ] Clicks and impressions per page compared with before launch
- [ ] Core Web Vitals compared with baseline
- [ ] Change of Address submitted (domain changes only)
- [ ] Redirects kept for at least a year
- [ ] Old hosting cancelled, maintenance plan in place

Want this done under your brand? Deviart runs WordPress migrations for agencies, with 7 days of monitoring after launch: deviart.agency/white-label-services/wordpress-migration/