10+ SITE MIGRATION TESTS

Avoid Common Website Migration Pitfalls

SEO

PAGE PERFORMANCE

TEST

Make sure that your Google PageSpeed Insights Score above current threshold.

WHY?

Page load times play a huge role in your search engine rankings. Testing your page speed before and after a website migration will demonstrate the benefit of migrating platforms or hosts.

Most content management systems have settings for developers that make it easier to develop. Unfortunately, these same settings slow down your website and it's easy for devs to forget to revert these to production settings when going live during migration.

HOW?

You can check your PageSpeed Insights score manually at https://developers.google.com/speed/pagespeed/insights.

To receive alerts when something goes wrong, you'll need to hire a developer to engineer an alert system using the Google PageSpeed Insights API.

Alternatively, you can subscribe to a PageSpeed monitoring service like Automaton.

SEO

ROBOTS.TXT

TEST

- Make sure /robots.txt exists (status code is 200)
- Confirm the presence of any necessary disallow rules
- If necessary, confirm that "Disallow: /" is not present

WHY?

This one is particularly easy to forget during a migration.

Developers use disallows rule to prevent search engines from finding and indexing pre-released websites.

Problems arise if these aren't removed before going live because search engine crawlers won't be able to crawl your website to index it in results.

HOW?

You can check your /robots.txt file manually at:

www.[YOUR-DOMAIN].com/robots.txt.

SEO

SITEMAP

TEST

- Make sure /sitemap.xml exists (status code is 200)
- For a sitemap index, confirm that it contains references to the sub-indexes.
- Be sure that any referenced sub-index files exist.

WHY?

Your sitemap helps search engine site crawlers navigate your site. This makes it easier for search engine algorithms to determine when your pages should be displayed in search results.

You want to make the process as easy as possible!

HOW?

You can use a tool like Screaming Frog to check your sitemap for errors.

SEO

CONTENT REDIRECTS

TEST

- Navigate to a URL that is intended to redirect to another page. Confirm that the final URL is the expected page URL.
- Navigate to a URL with a UTM parameter in it. Confirm that the final page URL contains the same UTM parameter and value.

WHY?

Different web platforms and hosts handle redirects differently and it's easy for them to break when migrating.

HOW?

You can check this manually in your browser or set up scheduled monitoring with Automaton.

SEO

GLOBAL REDIRECTS

TEST

- Navigate to the http version of a page and check that it redirects to the https version.
- Navigate to the www version of a page and confirm that it redirects the non-www version.

WHY?

This is important because secure pages rank higher and these redirects prevents duplicate content penalties.

HOW?

You can check this manually in your browser or set up scheduled monitoring with Automaton.

SEO

META TAGS

TEST

Check for keywords in all meta tags on all pages. Including:

- Titles
- Descriptions

WHY?

Meta tags have a big impact on your search rankings. Adding relevant keywords will help search engines decide when to include your site in search results.

HOW?

You can check this manually in your browser or set up scheduled monitoring with Automaton.

CONVERSION PATHS

LANDING PAGES

TEST

Pick 5-10 of your most important or highest ranking landing pages and confirm that they exist (status code is 200).

WHY?

Content can get lost in a migration. You need to confirm that your most important content still exists at the right URL.

HOW?

You can check this manually in your browser or set up scheduled monitoring with Automaton.

CONVERSION PATHS

FORMS

TEST

Submit a test submission for all forms including:

- Primary Contact Form
- Asset Form
- Event/Webinar Form
- Subscription Form

WHY?

This will help to make sure your website migration isn't going to affect your ability to generate leads.

HOW?

You can check this manually or set up scheduled monitoring with Automaton.

TAGS & PIXELS

ANALYTICS

TEST

Confirm that all necessary Analytics tags are firing, including:

- GA pageview fires
- Marketo munchkin fires

WHY?

It's easy to forget about tracking during a migration, especially because devs usually disable this in development environments and may forget to turn it on when going to production.

HOW?

You can check this manually with tools like Google Tag Assistant or set up scheduled monitoring with Automaton.

TAGS & PIXELS

CONVERSION TAGS

TEST

Identify the most important five conversions you track and confirm that they still fire after the conversion event takes place (e.g. click, scroll, form submit, etc) for all platforms like:

- LinkedIn Insights Tag
- Google Remarketing Tag
- Facebook Pixel

WHY?

Conversion data and retargeting are important, but easy to forget about in a migration, especially because the devs working on the migration may not be aware of them or understand their value.

HOW?

You can check this manually with tools like Facebook Pixel Helper or set up scheduled monitoring with Automaton.

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