Website Migration

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*Abstract*— **To migrate a website to new or other existing domain, it is difficult because it can crash the site or cut the traffic or change site’s usability. Website migration will resolve above problem in minimal time. It makes the site available all the time without any change in site's structure, performance or traffic. To make website migration successful, we need to follow certain steps. This include following REST services (like GET, POST, PUT, DELETE for HTTP). Clean URLs are tightly associated with the REST concept.**

1.INTRODUCTION

***What is website migration?***

A website migration involves significant changes to its URL structure, content, UX design, or platform. It could involve anything from modifying the URL structure to improving your website's design to switching to a different domain or content management system (CMS).

### **Types of website migrations:**

* + **Protocol:** Changing from **http** to **https**
  + **Subdomain:** Substituting "newsubdomain.yoursite.com" for "www.yoursite.com" on website”.
  + **Domain: Changing domian** from www.olddomain.com to www.newdomain.com.**.**
  + **Top-level domain:** Changing website URL from a .com to a .org, .net, etc., or vice versa
  + **Content management system: Transferring website from an existing CMS to a new one, such as from Wordpress or Joomla to the Umbraco CMS.**
  + **Redesign: Cosmetic changes to website UI/UX layout.**
  + **Structural: Modifying user flow of website on which it is built typically entails changing the architecture or structure of the website.**
  + **Hybrid or combination: Using a mix of the above migrations methods.**

**2. COMMON PROBLEMS**

**Issues with website migration.**

Website migrations can have major repercussions if they are not handled properly. A poorly performed migration might result in significant revenue losses if your company depends on website reliability and organic visibility. You may prepare for and reduce the risks by being aware of the dangers related to site migration. There are seven typical risks that you could experience when performing any type of migration.

**1.** **A possible drop in organic traffic, rankings, or conversionrates.**

**2. Increasing bounce rate as a result of irrelevant landing pages.**

**3.** **Problem with website downtime**.

**4. User experience interruption.**

**5**. **Problems with analytics or monitoring**.

**6. Indexation Bloat**

**7. Broken backlinks to internal pages and external links**

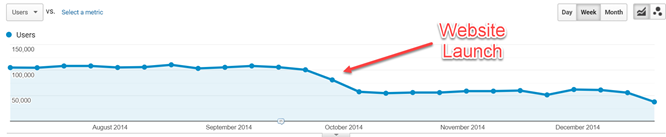
**Solutions to the current problems:**

*SEO migration. What is an SEO migration?*

The process of migrating your website's ranking, authority, and indexing signals to reflect a significant change in your website's URL structure is known as SEO migration. When you migrate your website, an SEO migration ensures that you retain all of your search engine exposure (rankings and traffic).

**What happens if your website migration strategy excludes SEO?**

In other words, you run the danger of losing your search engine ranks, traffic, and leads.Here is a sample of Google Analytics from a client who asked us to assist them in regaining organic traffic following a launch:

**You can notice that organic traffic has decreased by 44% since the debut, or by about 500,000 users.**

3. IMPLEMENTATION

**Checklist for SEO Migration:**

Following checklist can be used to guarantee a successful migration, depending on the migration's objectives.

**Set clear objectives for the website migration:**

Decide why and how your site will be migrated. Will it only affect a piece of your current website, or will you need to move the whole thing to a new domain-name?

For instance, keeping traffic numbers may be a goal if you're switching your website over to HTTPS. On the other side, if you're moving to a new area, you could wish to increase traffic.

Speak with as many individuals both inside and outside of your company. They'll all have insightful ideas and recommendations on how to do it right — but also explain what may go wrong. IT specialists, SEOs, designers, and analytics teams are just a few examples.

**Plan the finances, schedules, and teams for your website migration:**

It is necessary to develop a plan for moving your website that includes the following:

* a prudent budget
* a schedule outlining the teams duties

It is essential to have a well-defined approach. For the process to be successful, many team members must communicate well because there are many moving components.

Creating your timeline is important. Simply divide each step in this list into deliverables, assign them to the appropriate teams, and establish reasonable dates. So that everyone can interact and work together in the same location.

The most successful team will be a cross-departmental one. System administrators, developers, SEOs, designers, UX developers, copywriters, and more will all contribute to a successful migration.

Finally, there will almost probably be some downtime throughout your move when planning your timeframe. To minimize the amount of affected visitors, it is ideal to arrange migrations at times of low traffic.

**Publicize your new website before the website migration:**

Getting everyone to comprehend that your site has relocated is one of the most difficult aspects of a site migration. Old links won't be completely useless thanks to a 301 redirect, but if they are left up for an extended period of time, they lose their impact and mislead users.

It's not too difficult to inform Google that you've changed URLs, but it's far more difficult to inform your clients. Since everyone needs to be on board with the change before it happens, the finest migrations involve a pre-migration promotional effort that teases the new URL to customers.  
  
There are numerous methods for doing this. While working on the migration in the background, start by generating a coming soon page on the new URL. Use to advertise the new URL

**Retrieve all website addresses from the website migration tools:**

In majority of migrations, URLs will be modified. You need a clear picture of all your material before you can move forward and migrate your site. You will be able to determine which URLs should be directed, which ones shouldn't, and where it is best to point them. Making a content map will help reveal current mistakes that you may correct before moving, such as improper redirects, 5xx errors, and pagination problems.

There are a few tools you may use to gather all of your current URLs and produce a content database.

One option is, **Screaming Frog's SEO Spider**. It will extract every URL from your website and look for mistakes, redirects, and broken links.

Naturally, don't create your content map while you are adding new pages to your website. Before beginning your move, freeze the material on your website for at least one month.

**Make a 301 Redirect Map for Your Website Migration, Starting With the Most Important Pages.** Export the CSV file into a spreadsheet once you have a list of all URLs. Once you have gone through each URL individually, note which ones require redirection and which don't.

Despite your best efforts, it won't be able to account for every page on really large websites. You must therefore prioritize your efforts and concentrate on the most important sites.  
  
What page number are they? Usually, these are the pages that bring in the most visitors or sales.

You should direct a legacy URL to the most pertinent new page you can find.

At all costs, avoid rerouting a legacy URL to your new homepage. First off, the user experience will suffer as a result. Additionally, according to Google, large page redirects will result in soft 404 errors. Consider developing a new page or getting rid of the legacy URL entirely if there isn't already a page that addresses the issue.

Before you do anything else, make sure the URL structure of your new site is accurate; after that, think about making adjustments to improve your site's SEO. Spending time creating content maps for URLs that will be updated once the site is up is the last thing you want to do.

**Perform a Test of Your Website Migration (in a Closed Environment)**

When the whole migration goes live, problems with the UX or traffic on your site could arise if faults or issues are not resolved. A thorough test in a confined environment will help you find these problems.

For a number of reasons, you should test the migration in a secure setting. First of all, any modifications you make won't affect the actual site. Second, maintaining the previous site gives you a reference point for your changes and enables users to continue using it. Third, you can easily remove the isolated environment and try again if something goes horribly wrong.  
  
When you can begin testing will depend on the type of migration you are undertaking. For example, you can start testing a new design as soon as it is created if you are launching it. In general, it is best to begin testing as soon as possible.  
  
The sooner problems are identified, the more time you will have to fix them. You might be able to live with certain mistakes. Future of your website may be ruined by others (and get you penalized on Google).

You should verify a number of items during the test. These consist of:

* Site architecture
* Usability
* Mobile responsiveness
* Metadata
* Internal linking
* Search functionality and other site features

**Establish a System to Monitor Your Website Migration**

You want to measure specific metrics to assess how successful your migration. To achieve this, configure tracking before you carry out the migration.

Use website analytics tool like Google Analytics to monitor the performance of your website. Keep tabs on the performance of your site's traffic flow and most popular pages for at least a few weeks. You can use these benchmarks for performance and traffic to assess the migration's effects in the future.

To watch the ranks of your website and keep track of changes over time, you should also utilize a service like Ubersuggest.

**Perform the Website Migration.**

It's time to finish your website migration if you've completed the previous steps. To move, you'll need to shut down your website, thus it's crucial to limit downtime. Your rankings are more likely to suffer the longer your website is offline.

Once the migration is complete, make sure your robots.txt file isn't still preventing search engines from seeing your site, test a few redirects (particularly those that go to your most valuable pages), and send your updated XML sitemap to Google Search Console.

**Monitor the migration of your website and make any necessary adjustments.**

The final step is to evaluate the success of your move and make any necessary adjustments.

4. CONCLUSION

Over the ensuing weeks and months, keep track of the metrics you specified at the beginning of the procedure and benchmark beforehand. Are they in keeping with what you anticipated? If so, that's fantastic. If not, you must figure out what's wrong.

Following a migration, it's common to witness changes in traffic and rankings (and sometimes even a decline), but a noticeable and sustained decline can indicate more serious problems, usually as a result of poor redirection techniques.  
  
You should keep tabs on the heritage site's visitor figures and search engine results. Over the course of a year, these ought to progressively disappear. If not, make sure the pages that are still getting traffic aren't being rerouted.

5. REFERENCES

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