Recommendations for the site to transfer on new CMS

Prepare a new domain and delegate it (specify DNS servers) so that the site that you redirect to the new domain is displayed on the Internet.
Set up a 301 redirect so that all requests from the previous domain go to the new one and at the same time the existing site is displayed.
Re-indexing (re-crawling by search robots) will take some time. First, the old domain will appear in the search engines. When you go to the site, the 301st redirect to the new domain will be triggered. After several updates, the search engine will start showing a new domain in the search results.

List of works before moving:
- analysis of traffic pages, pages with external links and drawing up a table of 301 redirects;
- transferring content to a new site:
- transfer of metadata to a new site and compilation of new ones;
- transfer the site.

For which old pages you need to create a 301 redirect

Since you have an online store with a large number of products, need to draw up a technical task for the programmer - to implement the export of product URLs from the old site and set up an automatic 301 redirect to URL addresses of new product cards.
This procedure will reduce the chance of errors (for example, 301 redirects are not configured for some URLs).
An important point! It is necessary to transfer the previously added 301 redirects from the old site to the new one. That is, when creating a table of redirects, it is necessary to take into account those redirects that were previously implemented on the old site. They also need to be transferred to the new site.

For example, the old site had a 301 redirect from oldcms.com/old-url/ to oldcms.com/new-url/

Transfer such a redirect to a new site: from newcms.com/old-url/ to newcms.com/new-url/.

Where, oldcms — site on the old CMS

newcms — site on the new CMS.

Transfer content

To save the obtained results, all content (titles,descriptions, texts on the category pages) must be transferred

For example, we have oldsite.com/obuv/muzhskaya-obuv, which brings traffic to the site and has SEO text. This text must be transferred to the appropriate page on the test domain — newsite.com/obuv/muzhskaya-obuv.

If the site has a large number of new pages that are not on the old version of the site, then we can draw up a technical task in advance for writing content for a copywriter. This approach will allow the site to be transferred to a new CMS with a large amount of new high-quality content, which will increase the site's visibility in the search engine and, accordingly, traffic.

Transfer meta tags

It is imperative to transfer the meta robots, canonical tags only in accordance with the new URLs.

Creating a backup of the old site

For reassurance before moving, it is best to make a backup of the old site and save it for a month after the transfer. For example, a move was made with some errors and you wanted to return it for revision, or important content was not saved on the old site.

Transfer of site

Checking redirects
After the move, you need to check how all redirects work on the new site:

- check through the service which pages of the new domain have the server 301 response code
- we check 301 redirects directly using the search engine results.
- upon detection of some non-working 301 redirect that constitutes the technical specification, we send it to the programmer for implementation, after which we check it again.

Configuring analytics counters
We transfer analytics counters (Google Analytics) from the old site to the new one.

Transfer of all verification files
In order not to lose access to the new site, you need to transfer or add verification files to the root directory of the site - Google Search Console.

Checking all forms and baskets
We check all the functionality of the new site, how all the feedback forms and the shopping cart work.

Repeated technical audit of the site
After the site has been transferred, it is best to re-audit the site. This way we can eliminate technical errors during the transfer before they are indexed and negatively affect the position of the site.

Attention!!!
I recommend that you first create a new site in a test domain and deploy to your main URL only after you have fully configured it.