Domain-to-Subdomain Migration Blueprint

1. API Integration Phase (Before Migration)

Objective: Establish automation via API (e.g., Crawl4AI) to audit, extract, and prep content and metadata for migration.

- Crawl the existing domain to extract URLs, title tags, meta descriptions, H1s, canonical tags, internal linking, and HTTP status codes.
- Export results to JSON/CSV.
- Identify migration-blockers like missing canonical tags, incorrect canonicals, non-200 pages, or JS-rendered content.

2. Domain Architecture Planning

Ensure the subdomain is ready as the primary site:
- Decide hosting strategy (HTTPS, HTTP/2, full site structure).
- Consolidate brand authority in Google Search Console and Analytics.
- Migrate rank tracking tools.

3. Redirect Strategy (301 Mappings)

Map every old URL to its subdomain counterpart with persistent 301s.
Avoid homepage redirects. Redirect from server level using NGINX, Apache, or Cloudflare Workers.

4. SEO Preservation Mitigations

- Overhaul canonical tags to reference subdomain.
- Rewrite internal links to reflect new structure.
- Generate and submit updated sitemap.
- Adjust robots.txt accordingly.

5. Structured Data Audit

Verify schema consistency using Crawl4AI or parsers.

Ensure Organization, SameAs, and contact details reflect new domain.

Avoid duplicated schema IDs from parent domain.

6. Monitoring & Feedback Loops

Post-migration, crawl frequently to check for broken links, redirect loops, and metadata issues.

Track performance and indexing in GSC.

Ensure Google Analytics tags are consistent across properties.

7. SOP Enforcement for Ongoing SEO Health

Draft and distribute a Standard Operating Procedure including:

- Monthly crawl and audit schedule

- Canonical/internal link QA

- Redirect maintenance

- SEO reporting templates

Optional Enhancements

- Add hreflang for multilingual content.

- Add cloud caching via Netlify/Cloudflare.

- Benchmark performance using Lighthouse pre/post migration.