SSL UPGRADE CHECKLIST

Bonus SSL upgrade checklist exclusive for readers of SEO 2023 by Adam Clarke, available on Amazon.com.

Make sure your developer first reviews the official technical documentation by Google, listed at the bottom of this checklist, and proceeds through all of the steps in this checklist in order carefully.

1. SSL UPGRADE CHECKLIST – DEVELOPERS GUIDE

	Completed?
1.1 – Install a security certificate Contact your web host or domain registration provider for this. Common fees can range from $50 to $500 per year depending on the type of certificate.	Y/N
1.2 – Make sure both HTTPS and HTTP versions of your site continue to run.	Y/N
1.3 – Upgrade all internal resources and internal links in your HTML code to use relative URLs This includes references to HTML files, CSS files, JavaScript files, images, and all other files referenced in your HTML code. This means instead of referring to internal resources in the website code with an absolute address (e.g. 'http://www.yourwebsite.com/logo.jpg'), it should use a relative address (e.g. './logo.jpg')	Y/N
1.4 - Update all of your canonical tags to point to the new HTTPS version of your site.	Y/N
1.5 - Upload 301 redirects for all HTTP URLs to point to the new HTTPS secured URLs.	Y/N
1.6 - Verify the new HTTPS version of your site in a new profile in Google Search Console. **Resource/s** https://search.google.com/search-console/about	Y/N

1. SSL UPGRADE CHECKLIST – DEVELOPERS GUIDE

1.7 - Upload an XML sitemap to the new HTTPS Google Search Console Profile This sitemap should include all of the old HTTP pages from your site and the new HTTPS pages. We are submitting the old pages to encourage Google to crawl the old pages and register the redirects. **Resource/s** https://search.google.com/search-console/about	Y/N
1.8 - Update all links on your social media accounts and other marketing materials Make sure they all point to the new URLs.	Y/N

Move a site with URL changes – Google Search Central
https://developers.google.com/search/docs/advanced/crawling/site-move-with-url-changes

Secure your site with HTTPS – Google Search Central
https://developers.google.com/search/docs/advanced/security/https