

cross-stitch.com Migration — Control List

Purpose: A single source of truth for the domain migration from **cross-stitch-pattern.net** to **cross-stitch.com**. This document reduces cognitive load and prevents premature actions.

A. DONE (do not touch again)

- 301 redirects from cross-stitch-pattern.net to cross-stitch.com (HTTP and HTTPS).
- Canonical URLs switched to <https://cross-stitch.com>.
- Sitemap generated for .com and successfully submitted to Google Search Console.
- Change of Address initiated in Google Search Console.
- Google Analytics verified on the new domain.
- Google AdSense site added and authorized for cross-stitch.com.
- Amazon SES configured for cross-stitch.com and test email successfully sent.
- Pinterest website claim completed for cross-stitch.com.

B. WAITING (observe only, no action)

- Google indexing of cross-stitch.com pages.
- Traffic stabilization after migration.
- Replacement of .net URLs with .com URLs in Google search results.
- Gradual ramp-up of AdSense ad serving.
- Pinterest analytics data accumulation for the new domain.

C. FUTURE ACTIONS (time-based, explicit)

- **In 7 days:** Check Google Search Console — indexing status and impressions.
- **In 14 days:** Compare traffic trends with pre-migration baseline.
- **In 30 days:** Decide whether to remove old domain claim in Pinterest.
- **In 30–45 days:** Decide whether to switch account emails to @cross-stitch.com.
- **In 60–90 days:** Decide long-term status of cross-stitch-pattern.net (redirect-only or secondary brand).

Rule: Items move from WAITING to ACTION only after the specified time has passed. Avoid reconfiguration during the waiting phase.