

# 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 prevents cognitive overload and 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.

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

# Email & Marketing Systems — Migration Notes

## D. EMAIL (SES, newsletters, user emails)

- **NOW:** All outgoing emails use ann@cross-stitch.com as From and Reply-To.
- **NOW:** All links inside emails point to <https://cross-stitch.com>.
- **WAIT (30–60 days):** Keep cross-stitch-pattern.net enabled in SES for legacy replies.
- **LATER (30–45 days):** Decide whether to retire .net as a sending domain.
- **OPTIONAL (later):** Add a short newsletter note announcing the new domain.

## E. SEMRUSH & SEO TOOLS

- **NOW:** Create a new SEMrush project for cross-stitch.com.
- **NOW:** Keep the existing cross-stitch-pattern.net project active.
- **WAIT:** Do not merge or delete projects during the first 30 days.
- **IN ~30 DAYS:** Compare visibility trends between .net and .com.
- **LATER:** Consider retiring the .net project after rankings stabilize.