

Post-Migration Monitoring Checklist

Domain migration: cross-stitch-pattern.net → cross-stitch.com

Purpose: Monitor SEO health and indexing stability after Change of Address.

Days 0–7 (First Week)

Check once per day only. Do not make corrective changes unless a critical issue is found.

- Google Search Console (cross-stitch.com): Pages → Indexing — indexed pages should begin increasing.
- Sitemap status shows Success and remains fetchable.
- Performance → Search results: expect volatility in clicks and impressions.
- Old site (cross-stitch-pattern.net): gradual decline in indexed pages is normal.
- Verify no .net URLs return 200 OK (they must redirect with 301).
- Verify canonical tags on sampled pages point to <https://cross-stitch.com>.

Days 7–30 (Stabilization Phase)

Check weekly. Avoid repeated submissions or structural changes.

- Google Search Console (new site): Indexed count approaches old site levels.
- Coverage warnings such as 'Duplicate, Google chose different canonical' should decrease.
- Performance trends stabilize; impressions recover before clicks.
- SEMrush: rankings gradually shift from .net to .com.
- Keep redirects active and unchanged.

Do NOT During the First 30 Days

- Do not remove 301 redirects.
- Do not change canonical logic.
- Do not resubmit sitemaps repeatedly.
- Do not optimize URLs or internal structure.
- Do not react to short-term ranking drops.

Contact Support Immediately If You See:

- Any .net page returning 200 OK.
- Canonical tags pointing to .net.
- Sitemap not fetchable (HTTP errors).
- New site pages marked as 'Alternate page with proper canonical' unexpectedly.