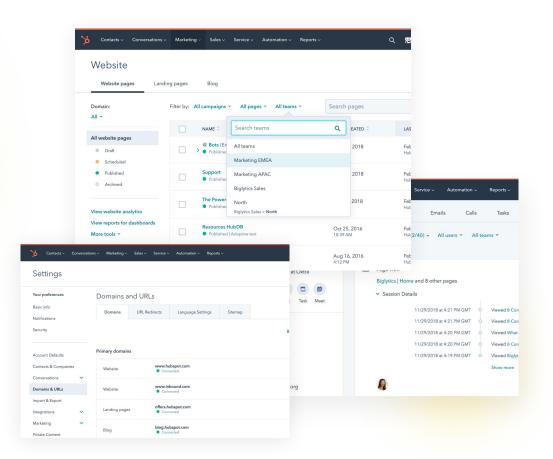


HubSpot CMS Migration Checklist



Pre Migration - Technical Preparation

	Task	Notes
✓	Double-check URL structure, meta data, heading and body content	
✓	Double-check JavaScript, CSS, and image files, XML sitemaps, HTML sitemaps	
✓	Double-check load time and traffic analytics	
✓	AMP for HubSpot blogs	
✓	Mobile setup	
✓	Custom 404 pages	
✓	Double-check google crawlability	
✓	After crawlability has been verified, block access to "under construction" site with robots.txt file, password protection, and/or noindex tag	
✓	Verify DNS security settings and TTL values	
✓	Follow Web Content Accessibility Guidelines	
/]	If migration includes redesigned pages, scope wireframe drafts	



Pre Migration - Technical Preparation

	Task	Notes
/	Analyze which pages and ideas perform better in terms of pageviews, conversions, and influenced revenue	
1	Prioritize higher performing pages and ideas	
1	Clean up testing pages or developer assets created during the process	
/	Double-check that modules are built for non-technical users to easily use	
1	Set up and develop all system templates	
/	Use intuitive naming conventions for all assets	
/	Set up a test environment to audit the migration and make sure the client is satisfied with it	
/	Undergo a thorough QA process	
/	Make a copy of the entire old site on a new server on a separate domain/subdomain for easy comparison later	
/	Work with strategist to make sure keyword rank and traffic metrics are being monitored	
	If URL structure cannot be migrated as is, ensure 301 redirects are set up	
	Define all theme settings	



Pre Migration - Technical Preparation

	Task	Notes
/	Redirect both pages and domains if you're changing the website URL	
✓	Update existing redirects' destination to the new URL structure	
✓	Update URLs across marketing channels: Google, Facebook, Linkedin, Twitter, Email Signatures, newsletters, transactional email, and anywhere else a URL may live	
✓	Test all ideas in a test portal and ensure access is limited via whitelisted IP's or password protection	
✓	Address UX issues hat could impact the site's conversion rate	
✓	Is the site usable from different mobile phones and tablets?	
✓	Is the content readable and accessible	
✓	Verify fonts, sizes, and word wrap	
✓	Are ads and popups intrusive?	
✓	Do touch elements work properly	



CMS Migration Launch Best Practices

	Task	Notes
<u> </u>	Are there any limitations that could prevent search engines from indexing the site and updating the DNS?	
\checkmark	Select a low traffic window for launch	
\checkmark	Is the robots.txt file correctly configured?	
<u> </u>	Are all redirects, particularly for top pages, functioning as expected? This may take a while to check, but it's worth the effort.	
/	Are canonical tags set up correctly?	
\checkmark	Are the top pages' server responses what they should be?	
✓	Are there any noindex/nofollow directives that may have been set up unintentionally?	



Post-CMS Migration Review

	Task	Notes
4	Check top performing pages, the robots.txt file, redirects, SEO data, and XML sitemaps.	
	Use HubSpot reporting tools to track traffic analytics.	
/	Use HubSpot reporting tools to track traffic analytics.	
/	Cancel your old hosting once redirects are verified	
	Check on all necessary tracking codes.	
	Check on backlinks on external sources	
	Resolve confusion between testing environment and live site.	
1	For HubSpot, make sure Forms and Meeting links are correctly embedded	
4	Activate any security features needed and ensure that other integrations the client needs are live and functioning.	
	Do post-migration site metrics match pre-migration averages?	
	Check backlinks and redirects	
1	Check HubSpot analytics tools for organic traffic	



Post-CMS Migration Review

	Task	Notes
\checkmark	Check on backlinks on external sources	
\checkmark	Undiagnosed or new UX issues	
\checkmark	404 URL errors	
/	Load speed (server speed, site speed, etc.)	
	Check theme	

Need help?

If you need help with your migration or just some advice book a 15 minute call with a CMS expert today

Book A Call

