CHECKLIST · WEBSITES

How to move your website to a new host without losing Google rankings

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digitaladvisors.com.au/journal/move-website-new-host-keep-rankings/

- [ ] **Ask whether any page address will change.** If yes, the move usually needs an old-to-new URL map and 301 redirects, not just a DNS switch.
- [ ] **Record every existing DNS record before the move.** Include MX and SPF, DKIM and DMARC records, so email keeps working if the DNS host changes.
- [ ] **Lower the DNS TTL at least a week ahead.** Google suggests a low value, such as a few hours, at least a week before switching.
- [ ] **If URLs change, map old URLs to new ones.** Start with pages in your sitemap, top-traffic pages and linked pages, plus images and PDFs.
- [ ] **If URLs change, use permanent server-side redirects to matching pages.** 301 or 308, straight to the final page, never all to the home page.
- [ ] **Check Search Console verification carries over.** Make sure the HTML file, meta tag or Analytics tag is on the new site.
- [ ] **If URLs change, submit the new sitemap in Search Console.** Then check for unusual numbers of "Not found" errors.
- [ ] **Use the Change of Address tool only for a move to a new domain or subdomain.** Verify and submit every variant of the old domain, including www and non-www.
- [ ] **Keep the old host running until its traffic reaches zero.** Google says to shut it down only then.

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- [ ] **If the domain changes, keep redirects and the old domain for at least a year.** Google's site-move guide says generally at least 1 year for redirects, and its Change of Address help recommends paying for the old domain for at least a year.

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