THE ROAD TO POST-LAUNCH
SEO SUCCESS

It's a top priority to ensure the launch of your new site goes as smoothly as possible. The following recommendations can help protect your site from long-lasting SEO drops when you go through a major redesign and restructure.

PLAN FOR SITE LAUNCH

1. Verify/record a sampling of rankings for your current site to establish benchmark data.

2. Record organic traffic information for your current site to establish benchmark data.

3. Review the source of your inbound links so you know to whom to send updated site information post-launch.

IMPLEMENT SITE LAUNCH

1. Program and implement 301 redirects at a page level from the old URLs to the new URLs.

2. Submit a new sitemap.xml to Google via Google Search Console and utilize "Fetch as Google" to ask Google to re-index your site; do the same for Bing in Bing Webmaster Tools.

3. Check that your robots.txt settings are correct.

4. Modify the external links leading to your site so they send users to your new URL.

5. If available, use your CMS's recent-changes RSS feed to inform Google when page changes are made on your site moving forward.

MONITOR POST-LAUNCH

1. Check Google Search Console to ensure your site doesn't have any crawling errors.

2. Verify that the site is being indexed correctly.

3. Track new rankings and compare them to the old site.

4. Monitor organic search traffic and behavior for the new site and compare it to the old one.

5. Verify that external links are pointing to the correct URLs.

6. Verify that redirects continue to perform as desired.