

Migration success checklist

From day one through ongoing operation, WordPress VIP makes migration smooth and stress-free, so your team can concentrate on driving growth and innovation.

1. Key roles

Assembling your migration team

- ☐ WordPress engineer
- ☐ Project manager/stakeholder
- ☐ QA lead

2. Pre-migration readiness

Assess and prepare existing content and team roles before migration.

- ☐ Inventory all plugins, features, and integrations
- ☐ Identify content to keep, archive, or rewrite
- ☐ Confirm internal roles and responsibilities

3. SEO & analytics

Before going live, safeguard your site's visibility and data accuracy by maintaining SEO structure, redirects, and analytics tracking.

- ☐ Build a redirect map (301s)
- ☐ Preserve metadata, schema, and structured content
- ☐ Verify GA4 and/or Parse.ly tracking setup
- ☐ Set pre-migration benchmarks for Core Web Vitals
- ☐ Resolve any 404 errors

4. Launch day

Ensure a smooth go-live by testing key site functions, finalizing approvals, and coordinating the DNS switch with support on standby.

- ☐ Test forms, search, nav
- ☐ Perform delta import or content freeze
- ☐ Final QA and approval sign-offs
- ☐ Schedule DNS switch and configure CDN
- ☐ Monitor for issues with support on standby

