

— Preserving or Maximising — SEARCH ENGINE OPTIMISATION

A company choosing to make the move to a new domain needs to do so with a minimum of impact to their online visibility and appearance in search results. This guide outlines the key steps needed to do a move successfully. And be sure to get help to do it right first time!

STEP 1



PREPARING TO MOVE

- Ensure that the new (or current) website has everything ready including a *robots.txt* file and a *sitemap.xml*.
- Make sure that any conversion tracking, analytics and other code snippets are copied to the new website.

STEP 2



URL MAPPING

- One by one, create a mapping of every single URL to the corresponding URL on the new domain.
- Make sure both the new and old domains are submitted to Webmaster Tools.

STEP 3



THE MOVE

- 301 (permanent) redirect all the old URLs to the corresponding new URLs. Usually a website developer would do this via a htaccess file: en.wikipedia.org/wiki/.htaccess
- Submit a change of address request in Webmaster Tools: www.google.com/webmasters/tools

STEP 4



CHECK ALL IS WELL

- Check Webmaster Tools for any potential errors or warnings.
- Check search engine rankings to ensure Google is indexing the new website.
- Monitor Google analytics to ensure they are performing as normal.

