



SWITCHING WEBSITE PROVIDERS CHECKLIST

WILL YOUR NEW SITE BE...

- SECURE MOBILE-FRIENDLY & RESPONSIVE IMPROVED LOAD TIME

LET'S TALK CONTENT

- START THE TRANSFER AFTER BUSINESS HOURS TRANSFER EXISTING CONTENT TO NEW WEBSITE

WHAT ABOUT TRAFFIC?

- TRANSFER ANY EXISTING CODES TO THE NEW SITE:
EX. GOOGLE ANALYTICS, FACEBOOK PIXEL ETC. SET-UP 301 REDIRECTS

DIGITAL MARKETING

- PAUSE SOCIAL CAMPAIGNS WHILE THE SITE TRANSFERS PAUSE PPC CAMPAIGNS WHILE THE SITE TRANSFERS
- UPDATE ALL DIGITAL ADS WITH NEW URLS

THINGS TO BE PREPARED FOR:

- Expect keyword rankings to fluctuate
- You may see some ranking changes, but this can be alleviated by transferring your landing pages with the exact same URL structure, chances are your rankings won't fluctuate much at all, but for some site migrations, this may be an impossible task.

IF YOU NEED ASSISTANCE WITH YOUR SITE TRANSFER, CONTACT US.
DEALERAUTHORITY.COM