



Site Migration Checklist

Item	STATUS	Description	Resources
Pre-Launch			
Collect Information			
Obtain URL Redirect Map	<input type="checkbox"/>		
Alert Platform Rep's of timeline	<input type="checkbox"/>	<i>Fill-in Google, Paid Social, etc. Rep's on the timeline of this project so they are aware and can help escalate any ad disapprovals that may occur.</i>	
Backup/Buildout/Prep			
Save copy of Ad accounts	<input type="checkbox"/>	Export and save the latest versions of accounts as a backup in case the client needs to revert the site changes	
Map new URLs to live assets	<input type="checkbox"/>	<i>In a Google Sheet, paste your URL Redirect Map, and paste an export of all active ads and assets using URLs on another tab. Use a VLOOKUP to map new URLs with existing.</i>	
Make plans for audiences if they will be impacted	<input type="checkbox"/>		
Make plans for new category pages & content	<input type="checkbox"/>		
Day of Site Migration			
Launch			
Pause accounts during launch?	<input type="checkbox"/>		
Launch changes & re-enable once we get the "okay" from Client	<input type="checkbox"/>		
Launch assets with new URLs (if URLs are changing)	<input type="checkbox"/>		
Update DSA targeting where necessary	<input type="checkbox"/>		
Run all active URLs through a bulk URL checker	<input type="checkbox"/>	Pro Tip: Use httpstatus' bulk redirectinator to test all of your URLs at scale.	Redirectinator
Update Audiences that use URLs in targeting parameters	<input type="checkbox"/>		
Launch updated assets (new URLs)	<input type="checkbox"/>		
Update Audiences that use URLs in targeting parameters	<input type="checkbox"/>	<i>Review the parameters of all active Audience Lists across accounts. For lists that use URL parameters to populate, update the URL parameters if they changed during the migration.</i>	
Launch new assets for net new pages on the site	<input type="checkbox"/>		
Post-Launch			
Monitor & Alert			
Set up Automated Rules to email if: ads are disapproved, extensions are disapproved, conversion rates drop	<input type="checkbox"/>		
Implement a link checker script	<input type="checkbox"/>	<i>If you are running Google Ads campaigns, Google Ads Script that will check all of your keyword and ad URLs for 404s and alert you.</i>	Link Checker - Google Ads Scripts
Track Quality Score and landing page relevance	<input type="checkbox"/>		
Create new audience lists for new pages	<input type="checkbox"/>	<i>Build new audiences for new content and sections of the site as applicable.</i>	