

CHECKLIST

12 REVIEW POINTS 10 MIN REVIEWED 11/08/2026

Check website relaunch without loss of visibility

Control URLs, content, redirects, measurement and technical approval before moving to a new website.

FOR WHOM

Marketing, editorial, development and SEO managers before a domain, CMS or structure change.

WHEN TO USE IT

During content migration, before technical release, and immediately after public transition.

THE SHORT ANSWER

A relaunch is ready to go when every relevant old URL has a conscious target, internal links and canonicals point to the final address, redirects are tested on the server side and indexing, measurement and error control have been prepared for the switchover day.

01

Inventory and target structure

The new navigation must not decide which old content is lost unnoticed.

☐

Collect all relevant URLs

Use sitemap, analytics data, server logs, search data and important external links.

☐

Rate content per URL

The decision to preserve, merge, update or deliberately remove is decided on a per-page basis.

☐

Assign a clear goal

Every old address leads directly to the most relevant new destination.

☐

Check navigation and internal links

Important topics need a comprehensible path consisting of main navigation, hubs and specialist articles.

02

Technical release

Forwarding and indexing must be reproducibly checked before switching.

☐

Test permanent redirects

Avoid chains, loops, and blanket goals on the homepage.

☐

Control canonicals and language alternatives

Each indexable page points to its own final address and correct language version.

☐

Share robots and sitemap

Developmental barriers may not remain in production.

☐

Test mobile core paths

Navigation, forms, images, tables and downloads are checked on small viewports.

03

Switching and control

The relaunch does not end with a successful deployment.

☐

Set measurement and owner

Errors, crawling, indexing, speed and important user journeys are given to those responsible.

☐

Observe 404 and server errors

New errors are checked against the URL inventory and corrected accordingly.

☐

Submit sitemap and central pages

Search systems maintain the current structure and important new entries.

☐

Maintain redirects in the long term

Old addresses remain accessible as long as they can be used, saved or linked externally.

Result of the joint review

- ✓ A complete URL and destination registry
- ✓ Tested redirects without chains
- ✓ Shared indexing and speech signals
- ✓ A clear control plan for the weeks after launch

Related guidance

[Relaunch without loss of visibility](#)[Web design and GEO](#)[Technical weaving quality](#)

Sources and professional basis

This working aid translates general recommendations into a compact initial review. The primary sources and your specific context remain decisive.

[Google Search Central: Website move with URL changes](#)[Google Search Central: Redirects](#)

Frequently asked questions

Does every old page have to be retained?



Can visibility fluctuate after a relaunch?



Browser checkmarks are not stored or transmitted to sudo/PORT.