

The Ultimate SEO Checklist

Magento to PWA Migration

I Planning

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| <input type="checkbox"/> Benchmark current organic traffic performance <ul style="list-style-type: none">• Review overall organic traffic KPIs like impressions, clicks and seasonality• Top 20 organic landing pages in terms of traffic, highest eCommerce conversion rate and revenue should be migrated with the highest precision• Investigate share of web vs image as well as share by device• Define the goal of the migration from SEO perspective | <input type="checkbox"/> Develop a list of requirements, tasks and timeline <ul style="list-style-type: none">• List existing tech SEO best practices that should be implemented in the new website, e.g. if there are hreflangs in place they should be replicated• Compile a list of additional SEO technical requirements that should be in place, including URL structure, canonical tags, meta robots, structured data markup, infrastructure setup to ensure crawlers can access the JS and render it correctly (SSR, CSR or Dynamic rendering), meta data, robots.txt, xml sitemap, etc. |
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Note: For successful migration, SEO specialists should be involved in early project development stages to ensure SEO requirements are taken into consideration by designers, developers, stakeholders, etc.

II Content Migration & URL Structure

☐ Evaluate the old vs new site's structure and design before migration

- Include valuable pages in the new website structure and make sure they're internally linked
- For international websites, make sure that it's possible to switch between store views
- Migrate unique product and category descriptions, images and reviews
- Review meta data quality on the existing website—migrate unique page titles and meta descriptions with high CTR in SERPs
- Keep track of meta data for CMS pages, homepage and custom pages
- Develop meta title and description, H1 templates for products and product listing pages if no unique meta data is present

☐ Plan the URL structure

- Each page should have a unique and descriptive URL
- Avoid usage of # in URLs
- Beware of case sensitivity

- Use the hyphen (-) as a word separator, avoid the underscore (_)
- Use ASCII characters
- Consider keeping the URLs of top performing pages same as on the current website

III Dynamic Rendering

☐ Define the following to set up dynamic rendering (if suitable):

- Infrastructure requirements (expected requests per month for a prerendering solution from top search engines and other services which require HTML)
- Choosing the appropriate dynamic rendering service based on amount of requests (there are free and paid solutions recommended by Google)
- Define the list of user agents to include in list for prerendering (usually top search engines and social media)

Note: Content cuts might affect SEO, so double check if the content brings traffic.

- Make sure the developer team optimizes the size of the final HTML for pages (shouldn't take more than 3 seconds to load)

IV Content Accessibility & Data Markup

☐ Perform the same checks as Google's web crawler

- Ensure important content loads on first-page load (e.g. content in tabs, under Read More buttons, etc.), crawlers don't click on buttons
- Make sure mobile and desktop contents match (an exception applies when a separate mobile site is present)
- If infinite scroll is present, make it SEO friendly by implementing pagination and href links for next and previous pages (make sure there are no hidden titles or body text)
- Use special data markup if lazy load is present for images

- Internal linking (top pages should be linked internally and preferably in body text)
- Avoid client side JS redirects
- Alt texts and descriptive image naming can help rankings of product images
- Hreflang tag should be in place for international/multilanguage websites

☐ Suggested content markup:

- Structured data markup (gives Google information about the content)
- OG tags (to boost the look of the page on social media and increases CTRs)
- Twitter cards

Note: Google is capable of rendering JS websites with some limitations. However, Bing, Yandex, Facebook, Pinterest etc. crawlers cannot render PWA, so a combined Server Side and Client side Rendering or Dynamic rendering solution should be implemented.

V 301 Mapping & XML Sitemap

☐ Perform or ensure the following:

- Only secured https resources, no http
- Force only one version with or without www
- 301 redirect all valuable URLs and make sure there are no redirect chains and loops
- Monitoring of users landing on 404 pages after go-live
- For international websites avoid using forced user redirect based on GEO IP
- Robots.txt must be updated to match Magento specific directories and paths
- XML sitemap should be setup and only URLs returning 200 status code should be included there

☐ Keep in mind the following:

- Unique pages should have self-referencing canonical
- Meta robots noindex, nofollow can be applied to pages which should not appear in index, e.g. checkout and account pages
- Layered navigation almost always creates low quality duplicate content (exclude from index by applying meta robots noindex, nofollow or by canonicalizing)

VI SEO Auditing

☐ Auditing includes the following:

- Checking bugs and errors after all content (products, category tree, CMS pages) is present
- Checking if all initial SEO requirements are fully working
- Cross-checking internal errors, e.g. 4xx
- Auditing page size and speed
- Rendering checks with content fully present, cross-checking if all important content is available on initial page load

Note: Image alt tags are recommended if the website relies heavily on image search.

VII Going Live & Post-Launch Monitoring

☐ To-do during go-live:

- Make sure the new website is indexable (robots.txt allows crawling and no sitewide noindex is present)
- Google Search Console and Bing Webmaster property verification
- Regenerate the XML sitemap to represent correct URLs after DNS change
- Crawl the website and check for bugs
- QA if changed URLs are mapped correctly and 301 redirects lead to valid pages
- Run mobile friendly tests for 10 different URLs to ensure dynamic rendering solution is working correctly

☐ Post-launch monitoring steps (regularly check for 3-4 weeks):

- Organic traffic performance KPIs (indexed pages, impressions, clicks in Google Search)
- Server log files review (status codes crawlers receive, crawling intensity and URL coverage)
- The number of people landing on 404 error pages (add additional redirects if needed)
- Top page and keyword performance
- Live results in Google

Need help with migrating to PWA? Don't hesitate to reach out to us at marketing@scandiweb.com—we'll help you migrate smoothly without losing SEO traffic!

Note: Website development is a complex task. Initial requirements should always be QA-ed as unexpected bugs might appear (it is important to catch potential bugs before going live).