
Heart Internet

HTTPS Migration - Checklist

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Prepare for the installation

Gather all current URLs

- [Xenu](#)
- [Screaming Frog](#)
- [How to export all URLs from Analytics](#)

Select and install your certificate

✓ **Buy your SSL - Which SSL do you need?**

- **Simple** - I want to protect login/admin areas so my customers' data can stay safe.
- **Standard** – I want customers to feel safe when making payments on my website.
- **Extended** – I want customers to clearly see how safe my website is so they feel secure.

✓ **Generate a CSR (certificate signing request) – [What is CSR?](#)**

✓ **Install the certificate on your server (automatically done for HI servers)**

✓ **Check to ensure the SSL is installed correctly**

- [SSL Labs Server Test](#)
- [SSL Certificate Check](#)

✓ **Adjust server settings for HTTP/2 (optional) – [learn more about HTTP/2](#)**

Get your website ready for the move

✓ Update all your site's URLs to HTTPS

- **Internal links**
 - Main website
 - Subdomains
 - Canonical tags
 - Hreflang tags
 - OG and Twitter tags
- **Resource links**
 - Images
 - JS
 - CSS files
 - Videos
 - PDFs
- **Plug-ins**

✓ Verify you haven't missed anything:

- [SSL Check](#)
- Website Crawl (Xenu, Screaming Frog)

✓ Add 301 redirects from HTTP to HTTPS - [how to do HTTP to HTTPS redirects on various platforms](#)

✓ Update sitemaps – [Use a generator](#)

✓ Update robots.txt

Update external tools and services

✓ Add HTTPS property in GSC

- Add non-www version: <https://mysite.com/>
- Add www version: <https://www.mysite.com/>
- Fetch Homepage as Google
- Request indexing > Crawl this URL and its direct links
- Resubmit disavow file if one existed before
- Fetch robots.txt and Request Indexing
- Resubmit sitemaps
- Add geo targeting if it was used before
- Reproduce the list of excluded URL Parameters if one existed before

✓ Update GA URL to HTTPS

✓ Update Social Profiles to HTTPS - [How you can maintain social shares after a site migration](#)

✓ Update URLs used in PPC and any other advertising

✓ Update URLs used in Email Marketing campaigns

✓ Update URLs used in Affiliate campaigns

✓ Update incoming links

- Partnerships
- Sponsorships
- Any other backlinks you have access to

✓ Update your CDN to work with HTTPS URLs

After the move

Monitor everything

- **Google Analytics or any other Analytics platform** – add an annotation for the day the HTTPS change went live and compare before and after traffic to make sure you're not losing any
- **Google Search Console** – monitor your impressions, clicks, CTR and average position to ensure there is no organic visibility loss
- **Keyword ranks** – monitor these to ensure your pages are ranking as well as before
- **Social activity** – monitor these to ensure all your profiles work well with HTTPS URLs

Well done!

Now that your website is using HTTPS,
you and your customers can rest assured
that your site is safe and secure!

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