

QUANTAUM - WordPress to Next.js Migration Checklist (SEO-safe)

Contact: +44 7459 467 685 | quantaum.co.uk | Manchester, UK

Download: quantaum.co.uk/pdfs/nextjs-migration-checklist.pdf

Use this checklist to move off WordPress without losing rankings, tracking or uptime.

1) Discovery & benchmarking

- Crawl the site; export URL list, top keywords (GSC/GA4) and backlinks.
- Capture CWV (mobile/desktop), TTFB and page weight; note hosting limits.
- Inventory plugins, forms, ecommerce, tracking, redirects and third-party embeds.

2) Content & data export

- Export posts/pages/media; pull menus, schema, hreflang, sitemaps.
- Export forms/goals/ecommerce data; note custom fields/meta and taxonomies.

3) Architecture & mapping

- Finalise URL structure; create a 301 map covering every legacy URL.
- Plan CMS model (headless or markdown) and component inventory.
- Specify forms, auth, payments, search, localisation and integrations.

4) Build & QA (staging)

- Implement Next.js with image optimisation, font strategy and caching.
- Add analytics (GA4/Tag Manager), pixels, consent and server-side events.
- Add schema (Org, Breadcrumb, FAQ, Product where relevant).
- QA forms, search, pagination, sitemap, robots, canonicals and headers.
- Run Lighthouse/CWV and accessibility checks; fix regressions before launch.

5) Redirects & launch plan

- Validate the 301 map; test in staging with curl and crawler.
- Pre-warm CDN; plan DNS/edge cutover with rollback window.
- Backup legacy site and DB; freeze content changes during cutover.

6) Go-live

- Deploy and flip DNS; verify TLS, security headers and caching rules.
- Re-run critical journeys (forms/checkout/logins).
- Submit new sitemap; fetch key pages in Search Console.

7) Post-launch monitoring

- Track 404s and fix missed redirects immediately.
- Monitor CWV, uptime and error logs; patch within 48 hours.
- Compare rankings/traffic vs baseline after 7 and 30 days.

8) Optional improvements

- Consider headless WooCommerce or catalog rebuild if performance-bound.
- Add edge caching rules, image/CDN policies and real-user monitoring.

Case study: Middleton salon migration

- Before: 4.2s mobile LCP; After: 1.1s; 200+ redirects; zero downtime; 7-week timeline.

What to send us for a fast quote

- Domain + hosting details; Top 20 URLs/keywords; Plugin list and critical features;
- GA4/Tag Manager access; Compliance needs (WCAG, ISO, DPIA).

Ready for us to handle it? Book a 15-min consult: quantaum.co.uk/contact