Website/Webpages

1. HTML markups, tags, and meta descriptions have been moved to the new website.

2. Content driving traffic and promising traffic are the same, including PDFs, ebooks, and multimedia.

3. Links are updated on the new website.

4. URL structures for webpages are the same on the new website.

URLs & Redirects

1. Redirects for URLs have backlinks.

2. Internal links are updated and pages haven't been removed.

3. Broken and old URLs have been removed and/or changed.

4. Duplicate content has been deleted.

5. Implement redirects.

6. Domain forwarding is set-up.

Extra

1. Backlinks have been requested, if applicable.

2. Search engines have been notified of a domain switch, if applicable.

3. Important links are optimized and crawlable.

4. Index pages have been kept technically correct.