

Launch and go-live, complete

What the migration delivered: the search work built into the new site, the checks run on the live site on launch day (14 April), and the speed of what went live.

Sample Store does not exist. Every name, page, address and figure in this report is invented to show the format of the report you receive. None of it is a client result or a prediction of results.

38/40

old URLs reach a live page (the other 2 had no replacement and almost no traffic)

52/52

sitemap URLs return a live page

52

pages checked: one main heading each, no image without alt text

12/12

priority pages recrawled by Google

1 Where the site stood, and where it stands now

	BEFORE WE STARTED	AT LAUNCH
Analytics	Tracking missing from article and collection pages	Tracking live on every page type, verified on launch day
Redirects	7 of the 15 existing redirects pointed at pages that no longer existed	Every redirect reaches a live page
Search descriptions	18 products, collections and pages had none	Every one has a written description
Image alt text	21 pages carried images with no alt text	No image without alt text on any page
Ratings markup	Came from an app script the new theme did not include	Built into the theme, matching the stars on each page

2 Launch day, checked on the live site

✓ Tracking	Analytics fires once on the homepage, a product page, a collection and an article. One tag, no duplicates.
✓ Redirects	All 40 old URLs crawled. 38 reach a live page in one hop at most. The 2 that don't are retired vendor pages with almost no visits in a year.
✓ Robots.txt and sitemap	Robots.txt blocks nothing important. The sitemap lists 52 URLs, all live, and was resubmitted to Google on launch day.
✓ Titles and canonicals	Identical to the old site on every page, apart from two titles changed on request. No page is blocked from Google.
✓ Headings and images	Every page has exactly one main heading (H1). No image is missing alt text.
✓ Structured data	No errors on any page. Product ratings match the stars shown on each product page.
✓ Recrawl	The 12 priority pages were submitted for recrawling. By 18 April Google had recrawled all 12. Recrawled is not the same as indexed or ranked.

3 Built into the new site

✓ Structured data	One consistent Organization record, Article data on every article, FAQ data on the FAQ page, and product ratings on the products with reviews.
✓ Headings	9 pages on the new theme had no main heading. All now have one, with no change to how they look.
✓ Descriptions and alt text	18 missing meta descriptions written. Alt text added to 64 images, with descriptive file names on the product photos.
✓ Internal links	11 links to a discontinued product repointed, 6 broken links fixed, 8 links added from the top articles to the products they mention.
✓ Product page text	Each product page compared line by line with the old site. Missing care instructions and size notes restored.
✓ Keyword map	24 pages mapped to the searches they should win, with a ranked list of quick improvements.

4 Speed, old site against the new one

PageSpeed lab test, mobile, the middle result of five runs per page. Score out of 100; load time is when the largest element appears (LCP) on a simulated phone connection.

PAGE	OLD SITE, 9 APRIL	NEW SITE, LIVE 14 APRIL
Homepage	41 · 5.6 s	44 · 5.2 s
Product page	36 · 6.9 s	39 · 6.4 s
Collection page	43 · 5.4 s	43 · 5.5 s
Article page	55 · 3.9 s	49 · 4.8 s

The new site launched level with the old one, or slightly ahead, on the homepage, product and collection pages. Article pages score lower: the new design opens each article with a large image where the old one opened with text. Lab scores move by a few points from day to day.

5 Two things noticed at launch

Gift card page	At launch the page showed only its title, because its text lived inside the old theme's template. It was rebuilt in the new theme the next day.
Size guide	An old app re-added its script at launch and opened an empty window. The script was removed and the page checked again.

6 What happens next

Monitoring	Daily checks on rankings, the tracked pages and Google's index for four weeks after launch, against the four weeks before it.
Weekly summary	Four weekly summaries: clicks and impressions against pre-launch, position changes, and anything fixed.
Content plan	A short plan for the next content, built from the keyword map, at the end of the four weeks.