HTTPS switch checklist

SEOs Hut
AI-FIRST LOCAL SEO AGENCY

Move from http:// to https:// without losing rankings. Tick each box as you go.

The switch, step by step

- [ ] **1 Save a list of your pages**
  Export your sitemap or Search Console Pages list. Back up site and database.
- [ ] **2 Get a certificate for every version**
  yourdomain.com and www.yourdomain.com. Free from your host or Let's Encrypt. Auto-renew ON.
- [ ] **3 Pick one final address**
  https://yourdomain.com or https://www.yourdomain.com. Use it everywhere.
- [ ] **4 Redirect every old version in one 301 hop**
  http://, http://www and the other https:// version go straight to the final address.
- [ ] **5 Update your own links**
  Internal links, images, scripts, forms. WordPress: Settings, General to https://, then replace old links.
- [ ] **6 Point every signal at HTTPS**
  Canonical tags, XML sitemap, robots.txt sitemap line, structured data.
- [ ] **7 Search Console**
  Add the https:// (or Domain) property, submit the new sitemap. No Change of Address needed.
- [ ] **8 Update outside links**
  Google Business Profile first, then social profiles, directories, email signatures, ads.
- [ ] **9 Watch and keep**
  Check Pages and HTTPS reports weekly. Keep redirects at least 1 year. Add HSTS once stable.

The 5-minute check (run after any change)

- [ ] **http:// address**
  lands on https:// with no warning
- [ ] **Other www version**
  all four versions end on one address, one hop
- [ ] **Certificate**
  valid, covers every version, renews automatically
- [ ] **Mixed content**
  no "Mixed Content" messages in the Console (F12)
- [ ] **Google**
  HTTPS report clean; canonical starts with https://
- [ ] **Listings**
  Google profile and directories link to https://

Good to know

Google: 301 redirects don't lose PageRank; rankings may wobble for a few weeks, then settle. Keep redirects at least 1 year. Certificates now last 200 days at most, 47 days from March 2029: never renew by hand.

Sources: Google Search Central, CA/Browser Forum. Full guide: seoshut.com/blog/https-and-seo/

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