

# WordPress to GoHighLevel Migration Checklist

Migrate from WordPress to GHL without losing SEO, leads, or sanity.

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## Pre-Migration Documentation

Map everything before you start building.

- Export full sitemap and list every live URL.
- Screenshot all key pages (home, services, contact, blog index).
- Document all forms and where submissions go.
- List all plugins and their GHL equivalents.
- Export blog posts, images, and media library.
- Record Google Search Console performance as baseline.

## GHL Site Build

Rebuild with purpose — don't just clone.

- Set up GHL sub-account with custom domain.
- Build core pages: Home, Services, About, Contact.
- Recreate forms with proper field mapping to CRM.
- Set up blog (if migrating blog content).
- Match branding: fonts, colors, logos, favicon.
- Implement mobile-first design on every page.

## SEO Preservation

This is where most migrations go wrong.

- Set up 301 redirects for EVERY old URL to its new equivalent.
- Preserve page titles and meta descriptions.
- Maintain heading structure (H1, H2, H3).
- Transfer alt text on all images.
- Submit updated sitemap to Google Search Console.
- Verify canonical URLs are correct on all pages.

## Integrations & Tracking

Reconnect everything.

- Google Analytics / GA4 tracking code installed.

- Google Tag Manager container connected.
- Facebook Pixel / conversion API configured.
- Email sending (SMTP / Mailgun) set up and verified.
- SMS (Twilio / LC Phone) connected.
- Payment processor (Stripe) connected and tested.

## Go-Live Checklist

The final 24 hours.

- DNS pointed to GHSL — SSL verified.
- All 301 redirects tested and working.
- End-to-end test: form submit → CRM entry → automation fires.
- Mobile test on 3+ devices.
- Speed test: all pages under 3s load time.
- Monitor Search Console for crawl errors for 2 weeks.
- Keep WordPress backup for 90 days before deleting.