

Considerations when migrating domains

- An organisation will change their domain for a number of reasons
 - company name change
 - rebranding
- ie: old-domain.com > new-domain.com
- This is related, but separate to, [redirecting individual addresses](#) within a site.
- NB: This is different to *adding* another domain (ie: another *separate* business you own)
- This affects:
 - Web traffic
 - Email: inbound and outbound
 - Marketing assets:
- Keep the old-domain:
 - Any domain that's existed for a while probably needs to still be held for a while (a few years?) after migrating in order to redirect that traffic.
- **Warning:** This is not a comprehensive list. Also, a company name change has far reaching legal ramifications.

Web presence

- **Aims:**
 - communicate clearly with clients
 - maintain SEO (search engine optimisation)
 - handle legacy URLs
- ☐ Redirect domain traffic (http, http+www, https, https+www)
 - ☐ Depends on the web server, but likely in nginx.conf ([example code](#))
 - ☐ Some no-code website builders allow multiple domains on a single site ([Squarespace](#))
- ☐ Update content within your website (eg: email address)
- ☐ Update domain within website codebase
 - ☐ Update any hardcoded references to old-domain.com
 - ☐ [Canonical link in <link> tag](#)
 - ☐ Update .env files, GitHub.com repo description
- ☐ Inform Google Search Console of [change of address](#)

- ☐ [Follow Google's guide](#) (if you can understand it)
- ☐ Update analytics software
- ☐ Update marketing assets
 - ☐ email signature
 - ☐ Social media channels
 - ☐ [Google Business Profile](#)
 - ☐ Printed letterhead, business cards, etc

Email

- **Aims:**
 - ensure any email sent to old domain is still received
 - that senders understand the change
 - **Warning:** changing your email address often means changing the “username” you use to sign into accounts across the web. Be prepared for some *protracted pain* in this process.
-
- ☐ Set-up new-domain MX records
 - ☐ Ensure old-domain MX records are correct or a forwarder is configured
 - ☐ Google Workspace allows [multiple domains and specifically “aliases”](#)
 - ☐ Other email providers (Microsoft, etc) will have their own help docs
 - ☐ Mass bcc email to your contact explaining the move to new-domain.com
 - ☐ Update your email address with suppliers and accounts (see **Warning** above)
 - ☐ Label any mail coming into the new-domain inbox with the “old-domain”.
 - ☐ Flag the use of the old-domain with the sender (case-by-case)