			All URLs that are changed should be 301-redirected to their new URLs											_
letize the Release	Test Environment	Each former page URL should be 201-redirected to its new specific URL version (this is applicable to pages, as well as images, videos, and resources used by pages that should be redirect to their new URLs versions if they're also changed)	versions (applicable to pages, images, videos, etc.), not 302 nor a 25 nedirect, avoiding also redirects chains and toops in order to not only refer users but also pass the old pages value and rankings (if new pages are as relevant.) Those URLs should specifically so to their new relevant URLs.											
			versions, not to the home page.											
lefore the Release		New LIRLs names should be descriptive and comply with SEO best practices/specifications	New URL should be relevantifies origins to the page content, in the same language than the content, lowercase, dashes to separate words, and no special characters.	new UKLs names will be reviewed with they're crawled with SEO crawler										
lefore the Release	Test Environment	configuration than the former one. It's then a must to revise that the meta robots and canonical tags configurations stay the same.	If the former URL was indexable, the new URL should also be indexable. If the former URL was not indexed via the meta robots or canonical tag, the new one shouldn't be indexable.	Indexability will be tested with SEO crawler										
lefore the Release	Test Environment	new LRLs within the configuration pointing their alternate versions in other languages and countries that are indexable in order to work as well as they did before and refer to Google to the relevant page to be shown in each countrylanguage search results.		Harfang tags configuration will be tested with SEO crawler										
lefore the Release		Each new UPL version should have the same optimized title, mets description and headings information than its former UPL version	The new URLs should be featuring the same ofinized life, meta description and headings tags than their former URLs versions so they can keep their old versions relevance.	The title, meta description and headings relevance will be validated with SEO crawler										
letize the Release	Test Environment	updated and point to the new LIRLs, instead of the former ones from their navigation, as well as editorially placed links, that should be updated.	A validation should be made to make sure that the new URLs navigation and any internal links are pointing to the new URLs westions directly, without going through redirects, to faciliate the site crawlaing, avoid having a negative experience and directly pass the internal link popularity.	with SEO crawler										
lefore the Release		versions		crawler										
			The new URIs should keep featuring the same structured data than before but update their configuration when necessary to point to the new URIs, to continue specifying the content meaning and being triggered in search features in certain cases.	Structured data inclusion and configuration will be validated with SEO crawler										
lefore the Release				Analytics Tracking inclusion will be validated with SEO crawler										
	ELINOTE INT	pages that should be redirect to their new LRLs versions if they're also changed)	All UPLs that are changed should be 201-redirected to their new UPLs versions (applicable to pages, images, videos, etc.), not 302 nor a 35 nederct, avoiding also nedercts chains and loops. Those UPLs should specifically go to their new relevant versions, not to the home page.	Redirects behavior will be tested with SEO crawler										
Mer the Launch	Production Environment		If the former URL was crawlable and indexable, the new URL should also be crawlable and indexable. If the former URL was not indexed via the meta cobols or canonical tag, the new one shouldn't be indexable.	Crawlability and indexability will be tested with SEO crawler										
		Each new UPE, version should have the same hreflang tags configuration and values, pointing to their relevant indexable URLs in other languages/countries.	The new URIs versions should feature the same hrefang configuration logic than the previous ones, while updating with the new URLs within the configuration pointing that alternate versions in other languages and countries that are indexable.	Harfang tags configuration will be tested with SEO crawler										
Mer the Launch	Environment		The new URLs should be featuring the same ofinized Ste, meta description and headings tags than their former URLs versions so they can keep their old versions relevance.	The title, meta description and headings relevance will be validated with SEO crawler										
	Production Environment	updated and point to the new URLs, instead of the former ones from their navigation, as well as editorially placed links, that should be updated.	A validation should be made to make sure that the new URLs navigation and any internal links are pointing to the new URLs westions discrify, without going through redirects, to facilitate the site crawlaing, avoid having a negative experience and directly pass the internal link popularity.	with SEO crawler										
	Environment	versions		Content inclusion will be validated with SEO crawler										
oter the Launch	Environment	the new URLs versions when necessary	but update their configuration when necessary to point to the new URLs, to continue specifying the content meaning and being triggered in search features in certain cases.											
	Environment	configurations than their former URLs versions	New URLs should include relevant analytics tracking codes so all the previously set tracking and monitoring still works. Chark that the private he file is the production environment heart hear.	with SEO crawler										
		Robots tot file in the production site should keep the production expected directives allowing the meant to be indexed and rank	overwritten and is relevant to allow the crawling of the meant to be indexed and rank new USLs in production, while blocking those that are not meant to he indexed nor ranked.											
kter Successful aunch validation	Production Environment	The new XML stemap of the site should only include the new indexable LRLs versions	Validate that the new XML shemap only includes the new LPLs versions that are indexable and if so, it should be sumitted to the Google Search Console to faciliste the new site LPLs version crawling.	XML sitemap will be validated with SEO crawler										
After Successful aunch validation		The old XML sitemap featuring the former URLs should be submitted through the google search console to request its recrael	The old XML sitemap should be submitted once the redirects have been validated so Google can quickly identify the former LRLs redirects and crawl the new site.											
ither Successful aunch validation	Environment	decrease while the new URLs indexability increase.	An on-going monitoring will be done to check that the former URLs are kept redirected and are not indexed while the new ones are.	Search Console, SEO crawlers and SEO alerts systems										
ither Successful aunch validation	Envisoment	Monitor that the Website former URLs rankings decrease while the new URLs rankings increase for the relevant queries and countries, including their inclusion in SERP features, videos and images search results.		Google Search Console and rank trackers										
ther Successful aunch validation		Monitor de Website organic search traffic evolution beforeiafter the LRLs migration	An on-going monitoring should be done to follow up with the traffic overall evolution as well as top pages attracting traffic before and after the migration.	Google Analytics										