



PRE-MIGRATION CONTENT INTELLIGENCE

Pre-Migration Site Report

northwind-commerce.example

OVERALL READINESS

C-

NEEDS WORK

SITE VITALS

Pages	412
Assets	1287
Est. effort	21.5 d
Budget	\$19k–\$30k

PAGE DISPOSITIONS



- Migrate as-is 214
- Optimize 118
- Rewrite 41
- Consolidate 22
- Drop 17

TOP RISKS

- **MARKETING · HIGH**
 - 88 URLs will change without redirects staged
- **MARKETING · HIGH**
 - no structured data — invisible to AI answer engines
- **CONTENT · MEDIUM**
 - 148 images missing alt text carry forward

EXECUTIVE SUMMARY

Readiness scorecard

Across 412 pages and 1,287 assets, northwind-commerce.example scores an overall C- — migration-ready in structure, but with two high-severity gaps that a Sitecore→Optimizely move will otherwise carry straight over. First, 88 URLs change or retire with no redirect plan — the single most common way a replatform loses organic traffic. Second, not one page ships structured data, leaving the site effectively invisible to Google rich results and AI answer engines. Content is healthy (71/100): 214 pages move cleanly, while 63 should be reworked, consolidated, or retired rather than migrated. Estimated remediation is ~21.5 days (\$19,000–\$30,000), front-loaded before cutover.

SEO & redirect preservation

412 URLs; 88 will change or retire and need 301s

C-

Search & AI discoverability

No structured data; 41% of pages missing meta descriptions

F

Security & third-party surface

4/5 security headers missing; 23 third-party services

C

Privacy & data sharing

3 advertising + 3 analytics trackers · ad pixels fire on 2 pages that collect personal information · no consent tool found

D+

Accessibility

148 images missing alt text; 402 pages missing a lang attribute

C-

Content quality & lifecycle

17 dead pages, 22 near-duplicates to consolidate

B-

Migration readiness

214 clean · 118 to optimize · 63 to rework/retire

C

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METHODOLOGY & SCOPE

How we scored this

Every finding is evidence-based — tied to a specific URL, header, or element observed during the crawl, and quantified. Scores are computed, not opinion.

WHAT WE SCANNED

412 pages and 1287 assets were crawled from the live site and parsed for content, links, assets, markup, response headers, and discoverability signals.

HOW EACH DIMENSION IS GRADED

Each dimension is scored 0–100 from measurable signals (e.g. share of URLs needing a redirect, pages missing structured data, security headers present), then mapped to a letter grade and a red/amber/green risk band. The overall grade is a weighted blend.

CONFIDENCE

Findings from directly-observed elements (headers, markup, redirects) are high-confidence. Platform detection and heuristic signals are labelled where used.

SCOPE & LIMITATIONS

A point-in-time crawl of publicly-reachable pages, bounded by the plan’s page cap and a crawl budget. Gated/authenticated content and pages blocked by robots are out of scope.

CATERED TO YOUR MIGRATION

Your migration path: Sitecore → Optimizely

Yes — Sitecore to Optimizely is one of the most common and best-supported CMS migrations, and Optimizely actively markets a migration path (including AI-assisted tooling). Both are .NET platforms, so content and templates map more naturally than a cross-stack move, but Sitecore's item tree, renderings, and any personalization still need remodeling.

How Sitecore and Optimizely compare

DIMENSION	SITECORE	OPTIMIZEZY
Platform	.NET DXP (Sitecore)	.NET CMS / DXP (Optimizely)
Content model	Items in a content tree + templates	Content types + blocks
Presentation	Layouts + renderings + placeholders	Blocks in content areas

DIMENSION	SITECORE	OPTIMIZEZY
Personalization	Built into XP (rules, xConnect)	Optimizely Web/Feature Experimentation (separate)
Rendering	MVC / SXA / headless (JSS)	Razor / MVC or headless (Content Delivery API)

What maps to what

FROM (SITECORE)	TO (OPTIMIZEZY)	NOTE
Sitecore template	Optimizely content type	
Rendering / component	Block	
Item in content tree	Page or content item	
Media Library item	Media asset	
Personalization rule	Experimentation / audience rule	Rebuilt in Optimizely's experimentation stack, not migrated

What breaks in a Sitecore → Optimizely migration

Sitecore's content tree allows arbitrarily deep, loosely-typed structures; forcing them into clean Optimizely content types often reveals years of inconsistent authoring that must be normalized.

Renderings that rely on Sitecore placeholders and dynamic binding are rebuilt as blocks — the presentation layer rarely transfers as-is.

XP personalization, xConnect data, and marketing automation have no direct Optimizely equivalent and require a separate re-implementation decision.

Sitecore media URLs and item GUIDs are embedded in rich text and links; these must be rewritten to Optimizely asset and page references.

Timeline: Industry guidance puts a basic Sitecore→Optimizely CMS migration around 8–12 weeks, 3–6 months when personalization is in scope, and 9–14 months for a full move to a headless architecture.

Cost drivers: Reported ranges run from roughly \$35K–\$100K+ for smaller sites to \$400K–\$1.5M for large enterprise estates, driven mostly by template/integration count and personalization scope, not page volume.

PLATFORM COMPATIBILITY

Capability compatibility: Sitecore XM (v10, self-managed) → Optimizely CMS (PaaS / CMS 12)

Edition note: Sitecore XM (self-managed) and XM Cloud (SaaS, headless-first) differ substantially. Matrix assumes XM; confirm your edition.

Edition note: Optimizely ships as two very different products — SaaS Core and PaaS/DXP (CMS 12) — that differ on core things like content-level taxonomy. Matrix assumes PaaS; confirm your edition.

2 capability gap(s) — 0 likely to need rework or a workaround. These are things your current platform does natively that the target lacks or handles differently, so plan for them before cutover.

MEDIUM · CAPABILITY GAP

Digital asset management: Full → Partial

Optimizely CMS (PaaS / CMS 12): Native media management, but no native image transforms; full DAM is separate CMP.

On Sitecore XM (v10, self-managed) today: Native Media Library; Content Hub DAM connector available as add-on.

LOW · CAPABILITY GAP

Built-in search: Full → Partial

Optimizely CMS (PaaS / CMS 12): Basic bundled Lucene; robust search is separately-licensed Search & Navigation.

On Sitecore XM (v10, self-managed) today: Solr-based content search required in production; custom indexes supported.

What you gain on Optimizely CMS (PaaS / CMS 12)

- **Personalization & A/B** — Native Visitor Groups drive block-level personalization; built-in A/B.

Full capability matrix

CAPABILITY	SITECORE XM (V10, SELF-MANAGED)	OPTIMIZEZY CMS (PAAS / CMS 12)
Structured content modeling	Full	Full
Reusable components / blocks	Full	Full
Content references & relationships	Full	Full
Taxonomy & categorization	Partial	Partial
Editorial workflow & approvals	Full	Full
Versioning & rollback	Full	Full
Scheduled publishing	Full	Full

CAPABILITY	SITECORE XM (V10, SELF-MANAGED)	OPTIMIZEZLY CMS (PAAS / CMS 12)
Multilingual & localization	Full	Full
Personalization & A/B	Partial	Full
Multi-site / multi-brand	Full	Full
Digital asset management	Full	Partial
URL & redirect management	Partial	Partial
Granular permissions	Full	Full
Built-in search	Full	Partial
Forms & data capture	Full	Full
Headless delivery API	Full	Full
Extensibility & hosting model	Full	Full
Visual / in-context editing	Full	Full

MIGRATION DIFFICULTY INDEX

How hard is your move?

A quick reference for where common CMS & DXP moves fall on the effort scale. “Difficulty” is the relative engineering, content-model, and editor-retraining lift — not a verdict on either platform. Like-for-like moves are lighter; anything that changes the **content architecture** (traditional → headless) or the **commerce engine** sits at the heavy end.

Lower lift

Moderate

Heavy lift

FROM	TO	DIFFICULTY	WHAT DRIVES IT
Squarespace / Wix	WordPress	Lower lift	Small sites; mostly content re-entry, few integrations to rebuild.
WordPress	WordPress (re-theme / re-host)	Lower lift	Content maps 1:1; plugins and custom fields are the only real risk.
Drupal	WordPress	Lower lift	Mature migration tooling; the content model simplifies rather than expands.
WordPress	Drupal	Moderate	Richer content model — taxonomy, fields, and roles need a deliberate rebuild.
Sitecore	Optimizely	Moderate	Both .NET DXPs; concepts map, but templates and personalization are rebuilt.

FROM	TO	DIFFICULTY	WHAT DRIVES IT
Drupal 7	Drupal 10	Moderate	Same family, but a near-total re-architecture — treat it as a replatform.
Adobe Experience Manager	Sitecore / Optimizely	Moderate	DXP ↔ DXP: heavy, but component and workflow concepts carry over.
WordPress / Drupal	Contentful / Sanity (headless)	Heavy lift	Re-architect the front end and content model; editors lose in-page WYSIWYG.
Sitecore / AEM	Headless (Contentful, Contentstack...)	Heavy lift	Biggest lift — rebuild personalization, workflow, and in-context editing.
Magento / Adobe Commerce	Shopify	Heavy lift	Catalog / PIM, checkout, promotions, and B2B rules are all rebuilt, not moved.

Directional reference from common migration patterns; your actual effort depends on site size, integrations, and how much content you retire first. Your specific pairing is detailed in the sections above.

Priority actions

HIGH PRIORITY

88 URLs change or retire with no redirect map

The most common way a replatform loses organic traffic is changing URLs without staging 301s. 17 are dead pages, 22 duplicates, 49 legacy/query-string URLs — each one drops from search the moment it 404s.

What to do: Build a complete one-hop 301 map for every changed/retired URL before cutover; verify with a crawl diff on launch day.

HIGH PRIORITY

No structured data anywhere on the site

Zero pages ship schema.org JSON-LD. Google rich results, AI Overviews, Perplexity and ChatGPT rely on structured data to understand and cite a page.

What to do: Add Organization + per-template schema (Article, Product, BreadcrumbList, FAQPage) in the rebuild.

MEDIUM PRIORITY

41% of pages have no meta description

170 of 412 pages leave search/answer engines to scrape arbitrary on-page text for the snippet, which reads poorly and buries the message.

What to do: Generate descriptions per template in the migration content pass.

MEDIUM PRIORITY

148 images missing alt text

Accessibility and image-search signals that carry forward unchanged unless fixed during the move.

What to do: Add alt text in the content pass; enforce a required-field rule in the new CMS.

MEDIUM PRIORITY

63 pages should not be migrated as-is

17 dead pages, 22 near-duplicates, and 24 pages with legacy markup/embeds — moving them wastes effort and carries debt into the new platform.

What to do: Retire or consolidate before the move; re-author the 24 with old-CMS markup.

DIMENSION · SEO

SEO & redirect preservation



The most common way a replatform loses organic traffic is changing URLs without staging redirects. **88** URL(s) on this site will change or retire in a migration and need a 301 to keep their rankings.

88

URLS NEED A 301

17

DEAD / REMOVED

71

DUPLICATE / LEGACY URLS

MEDIUM PRIORITY

2 pages share a duplicate <title>

Distinct pages with identical titles split ranking signals and confuse auto-generated navigation on the new platform.

What to do: assign unique, descriptive titles in the content pass.

We identify which existing URLs are affected; the correct new-site targets depend on the new URL structure, so map them during the migration. A missing 301 drops a page from search.

Search & AI discoverability

Migrations routinely strip the very elements that make a site findable — in classic search (SEO), in answer boxes (AEO), and in AI answer engines like ChatGPT, Perplexity, and Google AI Overviews (GEO). Here's what what's missing across 412 audited page(s).

SEO

essentials

✓ = present on every page

✗ Meta description — 170 missing

✗ Canonical — 88 missing

✗ Single H1 — 25 missing

✗ Open Graph — 300 missing

✗ Viewport — 4 missing

Structured data found (SEO · GEO · AEO)

0 schema type(s)

No structured data (JSON-LD) found — the site is hard for AI answer engines to parse and cite.

Answer-engine & AI signals

✗ FAQ / Q&A schema (AEO)

✓ Author / date signals (GEO)

✓ XML sitemap

✗ llms.txt (AI crawlers)

✗ hreflang alternates

HIGH PRIORITY

No structured data anywhere on the site

Not one page ships schema.org JSON-LD. Google rich results, AI Overviews, Perplexity and ChatGPT lean on structured data to understand and cite a page — without it the site is effectively invisible to answer engines.

What to do: add Organization plus per-template schema (Article, Product, BreadcrumbList, FAQPage) during the rebuild.

MEDIUM PRIORITY

41% of pages have no meta description

Search and answer engines fall back to scraping arbitrary on-page text for the result snippet, which reads poorly and buries the message.

What to do: generate descriptions per template in the migration content pass.

Performance & Core Web Vitals baseline

Replatforming frequently **regresses page speed** — new templates ship heavier JavaScript, unoptimized images, and extra third-party tags, and slower pages cost you both rankings and conversions. Treat the figures below as a **floor the new build must match or beat**.

626 MB ASSET PAYLOAD SHIPPED	12 MB JAVASCRIPT WEIGHT	204 MB IMAGE WEIGHT
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Where the weight is

ASSET TYPE	FILES	SIZE	SHARE
Video / audio	78	316 MB	50%
Images	812	204 MB	33%
Documents	190	92 MB	15%
JavaScript	145	12 MB	2%
CSS	62	3 MB	0%

Video / audio is the largest share of the payload (316 MB across 78 files). 207 render-blocking CSS/JS file(s) and 23 third-party domain(s) each add round-trips before the page can paint.

MIGRATION RISK · MEDIUM

Lock in the speed baseline before you switch

This is a payload/resource baseline — a strong proxy for load speed, not live field data. Capture your current **Core Web Vitals** (LCP, INP, CLS) from Google Search Console / CrUX now, and re-measure on the new platform **before and after cutover**. If the rebuild ships more JavaScript or larger images than the figures above, fix it pre-launch — not after traffic drops.

What to do: set a performance budget from these numbers, keep image optimization and lazy-loading on the new templates, and gate go-live on matching (or beating) today's Core Web Vitals.

Security & third-party surface

A migration is the rare moment to reset what runs on your pages. Every embedded third party is both a re-authoring task and a supply-chain surface — most migration audits never list them.

23

THIRD-PARTY DOMAINS

6

MIXED-CONTENT ASSETS

4/5

SECURITY HEADERS MISSING

Security response headers

0 pages audited

No HTML pages audited.

HIGH PRIORITY

4 of 5 security headers missing site-wide

Not set: . With 23 third-party script sources and no policy, a compromised vendor can execute on your domain. The new platform is the moment to add these — retrofitting later means re-testing every embed.

What to do: ship a CSP allowlist built from the inventory above, plus HSTS, at launch.

MEDIUM PRIORITY

6 asset(s) load over http on an https site

Mixed content is blocked by modern browsers and breaks the padlock; these references carry forward unless fixed in the move.

What to do: rewrite these references to https during migration.

The full third-party inventory — every external script and embed, grouped by service and migration risk — follows in **External scripts & services**.

Informational — not a security audit. Heuristic observations from a single crawl of publicly reachable pages, not a penetration test or a determination of compliance with any standard.

External scripts & services

Every external script, pixel, and embed is both a re-authoring task and a dependency you carry into the new platform — and exactly the kind of thing a migration quietly drops. Here is the full third-party surface, grouped by what each service does and what the move means for it.

23

THIRD-PARTY DOMAINS

4

SERVICE CATEGORIES

5

IFRAME EMBEDS TO REBUILD

● Advertising & marketing

pixels

2 domain(s)

Conversion/retargeting pixels — re-add and re-validate each one or paid campaigns lose attribution after launch.

● connect.facebook.net · 214 pages · script

● doubleclick.net · 61 pages · script

● Tag manager

1 domain(s)

Central tag container — re-add the container snippet on the new platform and confirm every tag inside it still fires.

● googletagmanager.com · site-wide · script

● Analytics & tracking

2 domain(s)

Re-add tracking on the new site and re-check events/goals; expect a short data gap and watch for double-counting at cutover.

● google-analytics.com · site-wide · script

● hotjar.com · 96 pages · script

● Libraries & CDN

1 domain(s)

Script/asset host — repoint or bundle; hardcoded absolute URLs break when the domain or path changes.

● snap.licdn.com · 118 pages · script

HIGH PRIORITY

Trackers fire before a consent banner

Analytics or marketing scripts were seen running before any consent tool gated them. The rebuild is the moment to fix this — load the consent manager first and hold non-essential tags until opt-in.

What to do: enable consent-mode / tag gating on the new platform so these categories only fire after the visitor agrees.

MEDIUM PRIORITY

5 third-party service(s) embedded via iframe

iframe embeds (video, maps, forms, social) are authored into the page and do not carry over as-is — each is a manual rebuild on the new templates.

What to do: catalogue the iframe embeds above and recreate them with the new platform's embed blocks.

Informational — **not a security audit.** Services are identified heuristically from scripts and embeds seen in a single crawl; confirm ownership and necessity before removing or re-adding any.

DIMENSION · MEASUREMENT

Analytics & tracking continuity

None of your measurement stack migrates automatically. Every analytics tag, tag-manager container, and conversion pixel has to be re-implemented and re-validated on the new platform — and a migration that looks like an **SEO crash is very often just broken tracking**. Confirm the data before you draw conclusions.

5

TRACKING SOURCES TO RE-ADD

3

MEASUREMENT CATEGORIES

30/60/90

DAY POST-LAUNCH REVIEW

● Tag manager

1 source(s)

Central tag container — re-add the container snippet on the new platform and confirm every tag inside it still fires.

● googletagmanager.com

● Analytics & tracking

2 source(s)

Re-add tracking on the new site and re-check events/goals; expect a short data gap and watch for double-counting at cutover.

● google-analytics.com

● hotjar.com

● Advertising & marketing pixels

2 source(s)

Conversion/retargeting pixels — re-add and re-validate each one or paid campaigns lose attribution after launch.

● connect.facebook.net

● doubleclick.net

MIGRATION RISK · HIGH

Validate tracking on every template at cutover

Re-add each tag above, then fire a real event on **every page template** (home, listing, detail, checkout / lead) and confirm it lands in the destination — both before and immediately after go-live. Watch 404 traffic in analytics through the first weeks to catch redirects you missed, and expect a short data gap plus possible double-counting at cutover.

What to do: keep the same measurement IDs where you can, re-link Search Console and the ad platforms, and run a tag audit (GA4 DebugView / Tag Assistant) as a launch gate.

DIMENSION · LEGAL & CONTENT

Privacy, data sharing & accessibility



Heuristic observations from the crawl — not a legal or accessibility review. Confirm obligations with qualified counsel.

✓ Privacy policy linked

✓ Terms / legal linked

✗ Cookie-consent tool

✗ Consent before trackers

✗ No un-noticed PII forms

✓ 82% of images have alt text

3

ADVERTISING TRACKERS

3

ANALYTICS TRACKERS

2

PAGES WITH PII FORMS

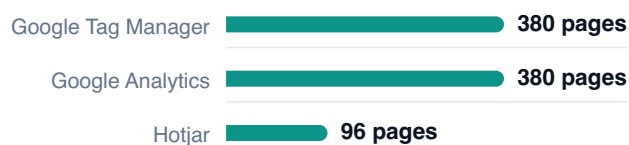
Third-party trackers observed

A migration is the natural moment to decide which of these are deliberate. Each one must also be re-implemented behind consent on the new platform — see the Analytics & tracking continuity section for the rebuild list.

Advertising / retargeting



Analytics



Highest-exposure finding: advertising pixels fire on **2 page(s)** that **collect personal information** — visitor data on those pages is shared with ad platforms at the moment of collection. Review with counsel before migrating them as-is.

148

IMAGES MISSING ALT TEXT

402

PAGES MISSING LANG

0

PAGES MISSING TITLES

DIMENSION · **CONTENT**

Content quality & inventory

B-

MEDIUM
LAUNCH RISK

3

THIN PAGES < 50 WORDS

4

DUPLICATE CLUSTERS

2

DUPLICATE TITLES

Migrations blindly carry thin and duplicate pages forward. Consolidating clusters and retiring thin pages means you migrate content once, not many times.

Asset inventory

ASSET KIND	COUNT	SIZE	BROKEN
document	190	92 MB	8
image	812	204 MB	21
media	78	316 MB	1
script	145	12 MB	3
style	62	3 MB	1

PRIORITIZATION

Impact vs. effort — do the top-left first

Every recommendation plotted by business impact against effort to fix. The top-left quadrant is where to start.



ACTION PLAN

Prioritized action plan & roadmap

Sorted by impact then effort. Effort is a rough T-shirt size (S/M/L); phase groups work into **pre-migration blockers**, **launch week**, and **post-launch hardening**.

SEVERITY	ACTION	OWNER	EFFORT	PHASE
High	88 URLs change or retire with no redirect map	SEO / Eng	S	Phase 0 · pre-migration
High	No structured data anywhere on the site	SEO / Eng	L	Phase 0 · pre-migration
Medium	148 images missing alt text	Content	S	Phase 1 · launch week
Medium	41% of pages have no meta description	SEO / Eng	M	Phase 1 · launch week
Medium	63 pages should not be migrated as-is	Content	M	Phase 1 · launch week

Quick wins (high impact, low effort — do first):

- 88 URLs change or retire with no redirect map
- 148 images missing alt text

Phased roadmap

PHASE 1 · PRE-MIGRATION Cull & redirect Drop 17 dead/duplicate URLs and stage 88 redirects before the move.	PHASE 2 · LAUNCH WEEK Migrate & optimize Move 332 pages by template; fix the 118 with SEO/AEO/GEO gaps in the same pass.	PHASE 3 · HARDENING Rework Re-author 41 pages with old-CMS markup/embeds/forms and consolidate 22 near-duplicates.
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Continuity & resilience

When infrastructure fails — a DNS provider outage, a host incident, a CDN meltdown — **can people still reach you, or at least find out what happened?** These signals are what an outside observer can verify about your redundancy and your fallback surface. (No website survives the visitor's own connection failing; this is about your side of the wire.)

✗ CDN: none detected	✗ DNS: 2 nameserver(s), 1 provider(s)	✗ Reachable over IPv6
✓ Email on separate infrastructure	✓ Pages cacheable by intermediaries	✓ Social profiles discoverable
✓ Phone / physical address published	✗ Status page linked	✗ Offline-capable (service worker)

Single points of failure observed

- single-origin delivery — no CDN absorbing traffic or masking host failures
- all nameservers with one DNS provider — a provider outage takes the whole domain offline
- no IPv6 — unreachable on v6-only or degraded-v4 networks
- no status page on separate infrastructure

The continuity plan

1. **Remove the single points of failure above** — a CDN in front of the origin and nameservers split across two providers turn most host and DNS incidents into non-events.
2. **Give people somewhere to look.** A status page on separate infrastructure, linked from the site footer, plus active social profiles — outage updates only help if people can find them without your domain.
3. **Keep one contact channel independent.** Email (or phone) that doesn't share the web host's infrastructure keeps you reachable while the site is down.
4. **Let caches carry you.** Cacheable public pages stay servable from CDN edge caches during origin outages; a service worker can keep repeat visitors working entirely offline.
5. **Treat the migration cutover as a rehearsed outage.** It is one — planned. Keep the old platform warm as an instant rollback until the new one has survived a full traffic cycle. Your DNS TTL is currently 3600s — lower it to 300s a day before cutover so the switch propagates in minutes, then raise it back.

POST-LAUNCH

30 / 60 / 90-day monitoring plan

A migration is not done at go-live — the traffic risk runs for weeks afterward. This is the checklist to protect rankings, tracking, and link equity through the recovery window. (Recurring re-scans and automated before/after monitoring are built into the Pro plan.)

WHEN	WHAT TO CHECK	WHY IT MATTERS
Launch day	Redirects resolve on top pages · analytics + tags fire on every template · XML sitemap submitted · no stray noindex / robots block left on · Search Console verified for the new setup	The first hours decide whether search engines re-index cleanly or start dropping pages.
Day 1–7	404 / crawl-error spikes in Search Console + analytics · add the redirects you missed · index-coverage report · internal links point to live URLs	Catch the misses while they are cheap — most lost traffic traces to a handful of un-redirected URLs.
Day 30	Organic traffic + rankings vs. your pre-migration baseline · Core Web Vitals field data · conversion-tracking parity · new pages getting indexed	Google has re-crawled by now; a clean move is usually stabilizing, so a persistent dip is a signal to act.
Day 60	Reclaim broken backlinks (ask for link updates on your most-linked pages) · residual 404s · structured-data / rich-result coverage	Link equity is the slowest thing to recover — chase the high-value referring domains directly.
Day 90	Full traffic + revenue recovery vs. baseline · retire the old platform and close the parallel run · document what moved and what was cut	A parallel run that never closes is the most common enterprise replatform failure — set the shut-off date.

A temporary ranking dip right after a move is normal; a clean migration typically stabilizes within a few weeks to a couple of months. Persistent decline past 30 days means something needs fixing — usually redirects, indexing, or tracking.

Ready-to-apply fixes

Generated remediation you can paste in — 5 artifact(s). Rule-based fixes are deterministic; AI-tagged fixes are written from your page content and should be reviewed before shipping.

Security response headers (nginx)

security · nginx · rule

```
add_header Strict-Transport-Security "max-age=63072000; includeSubDomains; preload" always;
add_header Content-Security-Policy "default-src 'self'; ..." always;
add_header X-Content-Type-Options "nosniff" always;
add_header Referrer-Policy "strict-origin-when-cross-origin" always;
```

Apply: Add to the server block on the new platform; tune the CSP allowlist to your embeds.

Organization schema.org JSON-LD

discoverability · json · **AI**

```
<script type="application/ld+json">
{
  "@context":"https://schema.org",
  "@type":"Organization",
  "name":"Northwind",
  "url":"https://northwind-commerce.example",
  "logo":"https://northwind-commerce.example/logo.png"
}
</script>
```

Apply: Add site-wide in the new template head; extend with per-page Article/Product schema.

Meta description — product template

discoverability · html · **AI**

```
<meta name="description" content="{{ product.summary | truncate(155) }}">
```

Apply: Wire into the product template so every product page ships a description.

301 redirect map (starter)

seo · text · rule

```
/landing/q3-promo /promo 301
/blog/2018/old-webinar /resources 301
/print/pricing /pricing 301
# ... 85 more generated from the crawl
```

Apply: Map each changed/retired URL to its closest new-site equivalent; keep it one-hop.

Require alt text in the new CMS

compliance · text · rule

```
content_type: image
fields:
  - alt_text: { required: true }
```

Apply: Enforce alt text as a required field so the debt can't recur post-migration.

APPENDIX A

Per-page plan

Every page with its disposition and the specific reasons behind it — your prioritized backlog.

VERDICT	PAGE	WHY
KILL	https://northwind-commerce.example/blog/2018/old-webinar	expired; orphaned
KILL	https://northwind-commerce.example/blog/2019/legacy-launch	thin content; no inbound links
KILL	https://northwind-commerce.example/landing/q3-promo	campaign ended; duplicate of /promo
REWRITE	https://northwind-commerce.example/forms/contact-old	platform-specific form
REWRITE	https://northwind-commerce.example/legacy/flash-demo	object/embed tag; won't survive move
REWRITE	https://northwind-commerce.example/legacy/portlet-page	old-CMS markup (sitecore); embedded iframe
CONSOLIDATE	https://northwind-commerce.example/resources/whitepaper-a	near-duplicate of whitepaper-b
CONSOLIDATE	https://northwind-commerce.example/resources/whitepaper-b	near-duplicate of whitepaper-a
OPTIMIZE	https://northwind-commerce.example/careers	missing canonical
OPTIMIZE	https://northwind-commerce.example/products/analytics-suite	missing meta description; no structured data
OPTIMIZE	https://northwind-commerce.example/products/data-warehouse	missing meta description
OPTIMIZE	https://northwind-commerce.example/support	no structured data
MIGRATE	https://northwind-commerce.example/	
MIGRATE	https://northwind-commerce.example/about	
MIGRATE	https://northwind-commerce.example/docs/api	
MIGRATE	https://northwind-commerce.example/docs/getting-started	
MIGRATE	https://northwind-commerce.example/pricing	
MIGRATE	https://northwind-commerce.example/products	
MIGRATE	https://northwind-commerce.example/solutions/finance	
MIGRATE	https://northwind-commerce.example/solutions/retail	

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