

# Relaunch without losing rankings

Keep the substance instead of losing it. Five steps: analysis, staging, 301 mapping, controlled go-live, monitoring. System-agnostic — WordPress, TYPO3, others.

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## 1. Analysis — take stock

1. **List the content**full sitetree, media library, downloads and language variants.
2. **Collect every URL**pull from sitemap, server logs and a fresh crawl so no address is forgotten.
3. **Save the rankings**document top-ranking pages and backlink profile; that is the substance to migrate.

## 2. Staging — build safely

1. **Set up a staging environment**build the new site in a protected place, no live risk.
2. **Migrate the content**import content and media into staging, catch missing fields and encoding issues early.
3. **Verify features**forms, search, login and integrations have to work before go-live, not after.

## 3. 301 mapping — mandatory, not optional

1. **Map every relevant old URL**each gets a unique new target. Tedious work; the success of the relaunch lives here.
2. **Test rewrite rules**eliminate redirect chains and loops before go-live.
3. **Cover the edge cases**language variants, hreflang, trailing slashes, casing.

## 4. Go-live — switch in a controlled way

1. **Switch DNS cleanly**lower TTL beforehand so the switch propagates fast.
2. **Control indexing**flip robots.txt and any noindex flags at the right moment.
3. **Publish the sitemap.xml**and submit to Search Console and Bing Webmaster Tools.

## 5. Monitoring — do not stop at go-live

1. **Watch 404 and 5xx**review server logs and Search Console daily in the first weeks.
2. **Track rankings**observe the key terms and explain outliers in the first 30 days.
3. **Tend backlinks**old links keep working via 301, but ask key partners to update to the new address.

*A condensed overview. The real depth per step depends on your project scope, number of languages and platform change.*