

WordPress Migration Checklist

A step-by-step guide to moving from WordPress to AI-powered hosting — plus a worksheet to share your goals with our team.

Why migrate? WordPress sites drain budget on hosting fees, plugin subscriptions, and constant security patches. AI-powered hosting eliminates those costs while delivering faster load times, built-in security, and modern capabilities.

1. Pre-Migration Audit

Document your current WordPress setup before making any changes.

- **Current hosting provider & monthly cost**
- List all active plugins (paid + free)
- Note annual plugin subscription totals
- Document custom themes or child themes
- List all user accounts and roles
- Export current content inventory (pages, posts, media)
- Record current site speed (PageSpeed Insights score)
- Document all custom code snippets or integrations
- List email accounts tied to the domain
- Check SSL certificate status and expiration

2. Your Migration Goals

Share these with our team so we can tailor the migration to your priorities.

What is your primary reason for migrating? (e.g., cut costs, improve speed, reduce maintenance)

What is your current monthly WordPress spending? (hosting + plugins + maintenance)

What is your target monthly budget after migration?

Which features are must-haves? (e.g., blog, contact forms, e-commerce, member login)

Are there any custom integrations that must be preserved?

What is your ideal timeline for the migration?

Who on your team will need training on the new platform?

3. Backup & Preparation

Secure everything before the migration begins.

- **Full database backup downloaded locally**
- Complete file backup (wp-content, themes, plugins)
- Export all media files to local storage
- Document DNS settings and name servers
- List all redirect rules (htaccess, redirect plugins)
- Screenshot key pages for reference comparison
- Notify stakeholders of migration timeline
- Set up staging environment (if applicable)

4. Content Migration

Move your content to the new AI-powered platform.

- **Transfer all pages and posts**
- Migrate media library (images, documents, videos)
- Re-create navigation menus and structure
- Set up URL redirects for changed paths
- Migrate forms and form submissions (if applicable)
- Re-create any custom post types
- Transfer SEO metadata (titles, descriptions, alt text)
- Set up analytics tracking (Google Analytics, etc.)
- Configure search functionality

5. Design & Functionality Setup

Ensure the new site matches or improves upon the old experience.

- **Apply brand colors, fonts, and logo**
- Re-create page layouts and templates
- Set up responsive design for all devices
- Configure contact forms and notifications
- Set up email sending (SMTP/transactional)
- Implement any required third-party integrations
- Add social sharing and social links
- Configure cookie consent and privacy compliance
- Set up sitemap and robots.txt

6. Pre-Launch Testing

Verify everything works before going live.

- **Test all pages on desktop, tablet, and mobile**
- Verify all forms submit correctly
- Test navigation and internal links
- Check image loading and optimization
- Verify contact information is accurate
- Test search functionality
- Run PageSpeed Insights on new site
- Check for broken links (404 errors)
- Test any e-commerce or payment flows
- Verify SSL certificate is active

7. Launch & Go Live

Make the switch with minimal downtime.

- **Update DNS records to point to new hosting**
- Set up domain and SSL on new platform
- Verify site is accessible at custom domain
- Test site immediately after DNS propagation
- Submit updated sitemap to Google Search Console
- Verify robots.txt is not blocking crawlers
- Send go-live notification to stakeholders

8. Post-Launch Optimization

Fine-tune after launch for peak performance.

- **Monitor site uptime for 48 hours**
- Run another PageSpeed Insights test and compare
- Set up automated backups on new platform
- Configure security monitoring and alerts
- Archive or cancel old WordPress hosting
- Cancel unused plugin subscriptions
- Document new platform admin access for team
- Schedule training session for content editors

9. Cost Comparison Worksheet

Fill this out to see your projected savings.

Cost Item	Current (WordPress)	New (AI-Powered)
Monthly hosting		
Premium plugins (annual)		
Security / backup services		
Maintenance / update labor		
SSL certificate		
CDN / speed optimization		
Total Monthly		
Annual Savings		

Tip: Bring this completed checklist to your consultation. It helps us scope your project accurately and quote faster.

Ready to migrate?

Book a free consultation at directable.com/book-an-ai-integration-consultation/
 We'll review your checklist, answer questions, and build a custom migration plan.