

Structural and URL Risks

Key Considerations Your Site Migration

Risk	 Impact	 Severity	 Likelihood	 Consequences
Missed Redirect Mappings	High	Critical	Likely	<ul style="list-style-type: none">• Traffic Loss• 404s
Redirect Chains	Medium	Manageable	Low	<ul style="list-style-type: none">• Rank drops• Crawl Budget wasted
Changing URLs	High	Critical	Likely	<ul style="list-style-type: none">• Deindexation• Ranking Reset
Template Changes	Medium	High	Likely	<ul style="list-style-type: none">• Heading Structure Changes
Eliminating Pages Without Traffic Review	High	High	Low	<ul style="list-style-type: none">• Traffic Loss

Most migration failures aren't caused by one huge mistake; it's the stack of small ones that cause the real damage.

This matrix helps you catch them early. Have questions? [Feel free to reach out.](#)

Content and IA Risks

Key Considerations Your Site Migration

Risk	 Impact	 Severity	 Likelihood	 Consequences
Content Rewrites Change Entity	High	High	Low	<ul style="list-style-type: none">• Google Re-Evaluates Page Quality
Missing Internal Links	Medium	Manageable	Likely	<ul style="list-style-type: none">• Loss of Authority Flow
Consolidations Without Redirects	High	High	Low	<ul style="list-style-type: none">• Lost Authority
Main Navigation Changes	Medium	Manageable	Low	<ul style="list-style-type: none">• Rankings Shift for Parent Pages

Most migration failures aren't caused by one huge mistake; it's the stack of small ones that cause the real damage.

This matrix helps you catch them early. Have questions? [Feel free to reach out.](#)

Analytics & Tracking Risks



Key Considerations Your Site Migration

Risk	 Impact	 Severity	 Likelihood	 Consequences
GA4 Not Firing	High	High	Low	<ul style="list-style-type: none">• Total Data Loss
GTM Container Swapped	Medium	Manageable	Low	<ul style="list-style-type: none">• Event Mismatch
Revenue or Conversions Broken	High	Critical	Likely	<ul style="list-style-type: none">• No Performance Visibility
UTM Logic Changes	Medium	Manageable	Low	<ul style="list-style-type: none">• Misattribution

Most migration failures aren't caused by one huge mistake; it's the stack of small ones that cause the real damage.

This matrix helps you catch them early. Have questions? [Feel free to reach out.](#)

Technical Infrastructure Risks



Key Considerations Your Site Migration

Risk	 Impact	 Severity	 Likelihood	 Consequences
Robots.txt Changes Block Crawling	Catastrophic	Critical	Low	<ul style="list-style-type: none">• Full Traffic Collapse
Missing Structured Data	Medium	High	Likely	<ul style="list-style-type: none">• CTR Drop• Visibility Decline
JavaScript Framework Change	High	High	Low	<ul style="list-style-type: none">• Render-blocking• Content not Indexed
Failed Core Web Vitals	Medium	Moderate	Likely	<ul style="list-style-type: none">• Soft Ranking Declines
Staging Indexed	Medium	Moderate	Low	<ul style="list-style-type: none">• Duplicate Content

Most migration failures aren't caused by one huge mistake; it's the stack of small ones that cause the real damage.

This matrix helps you catch them early. Have questions? [Feel free to reach out.](#)