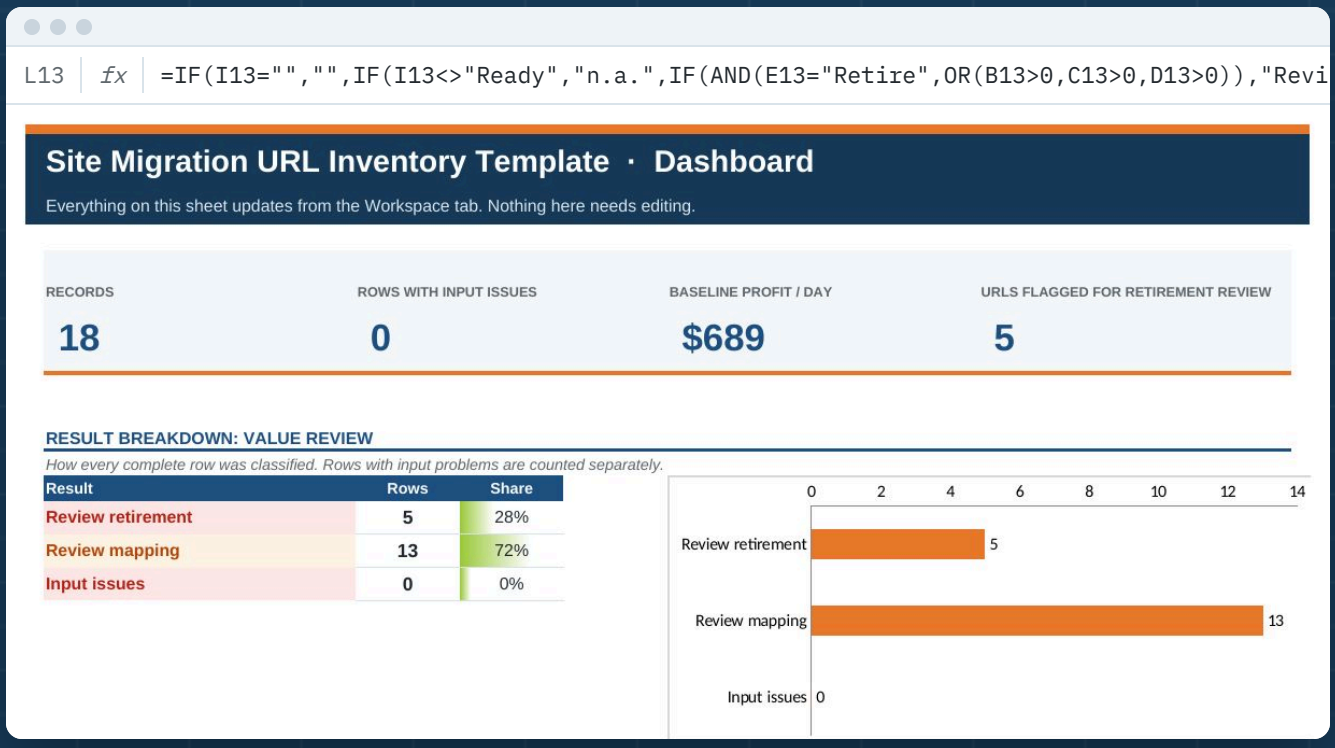
OptimizationTheory.com

SEO Migration Toolkit, resource 07

Site Migration URL Inventory Template

Inventory every legacy URL with its traffic, profit and links, assign a destination and catch risky retirements.

Built for the DataForSEO API: On-Page API



Jourdan Rombough, optimizationtheory.com

What this template decides

Which legacy URLs carry real value, what happens to each one at launch, and which planned retirements would throw away clicks, revenue or backlinks.

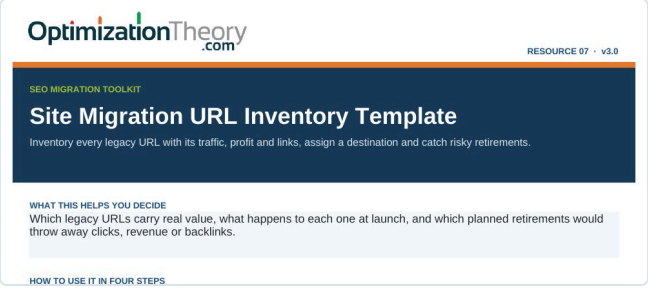
Every migration disaster has the same root cause: a URL nobody knew mattered. The page with 30 referring domains that got retired, the old guide that quietly drove a fifth of conversions, the size chart that customers bookmarked. A migration URL inventory exists to make those pages impossible to miss.

This site migration spreadsheet lists each legacy URL with 90-day clicks, profit and referring domains, a disposition (redirect, keep, merge or retire), its destination and an owner. It converts the 90-day totals into daily baselines you can monitor after launch, and flags any page marked Retire that still has clicks, profit or links as Review retirement.

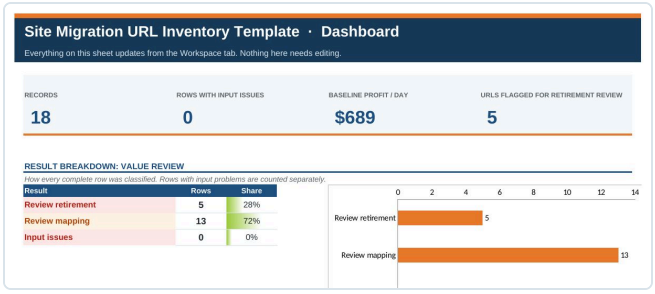
Who it's for

- SEOs planning a redesign, replatform, domain change or URL restructure
- Developers who need a clean list of URLs and destinations
- Ecommerce managers moving between Shopify, WooCommerce, Magento or BigCommerce
- Project managers who need a single migration source of truth

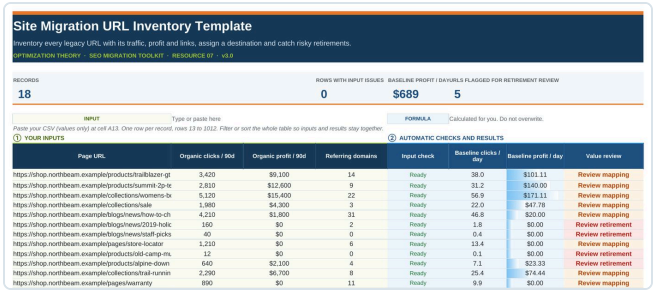
What's in the workbook



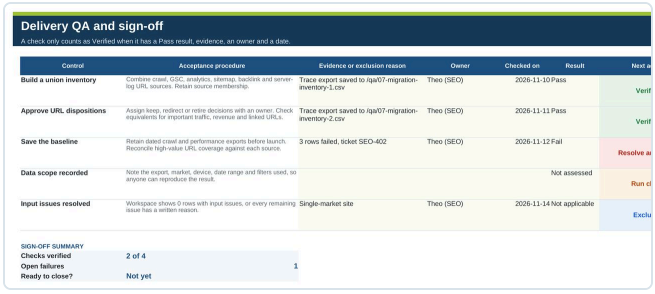
Start Here. Purpose, four-step setup and colour key.



Dashboard. KPIs, charts, Top 10 and an automatic action list.



Workspace. The working table, room for 1,000 rows.



Delivery QA. Evidence, owner and date for each validation step.

How the calculation works

Baseline clicks / day = 90-day clicks ÷ 90, and the same for profit. These daily baselines become your post-launch benchmark. Value review flags Review retirement when a URL marked Retire has any clicks, profit or referring domains in the window.

The key formula, as written in the workbook

```
=IF(I13="","",IF(I13<>"Ready","n.a.",IF(AND(E13="Retire",OR(B13>0,C13>0,D13>0)),"Review retiremen
t","Review mapping")))
```

Result column	Plain-English formula	What it tells you
Baseline clicks / day	Organic clicks ÷ 90d ÷ 90	Average daily baseline clicks.
Baseline profit / day	Organic profit ÷ 90d ÷ 90	Average daily baseline contribution.
Value review	IF(AND(Disposition="Retire",OR(Organic clicks ÷ 90d>0,Organic profit ÷ 90d>0,Referring domains>0)),"Review retirement","Review mapping")	Highlights retirement of a URL with observed value.

The results you'll see

Review retirement Review mapping

Green means the row meets the checks, red means fix it first, amber needs a human review and blue marks an opportunity. Rows with missing or out-of-range inputs show in the Input check column and are left out of the results until fixed.

How to use it, step by step

1

Collect every legacy URL

Combine a full crawl, XML sitemaps, Search Console pages, analytics landing pages and backlink targets. Deduplicate.

2

Join value data

Add 90-day clicks from Search Console, profit or contribution from analytics, and referring domains from your backlink tool.

3

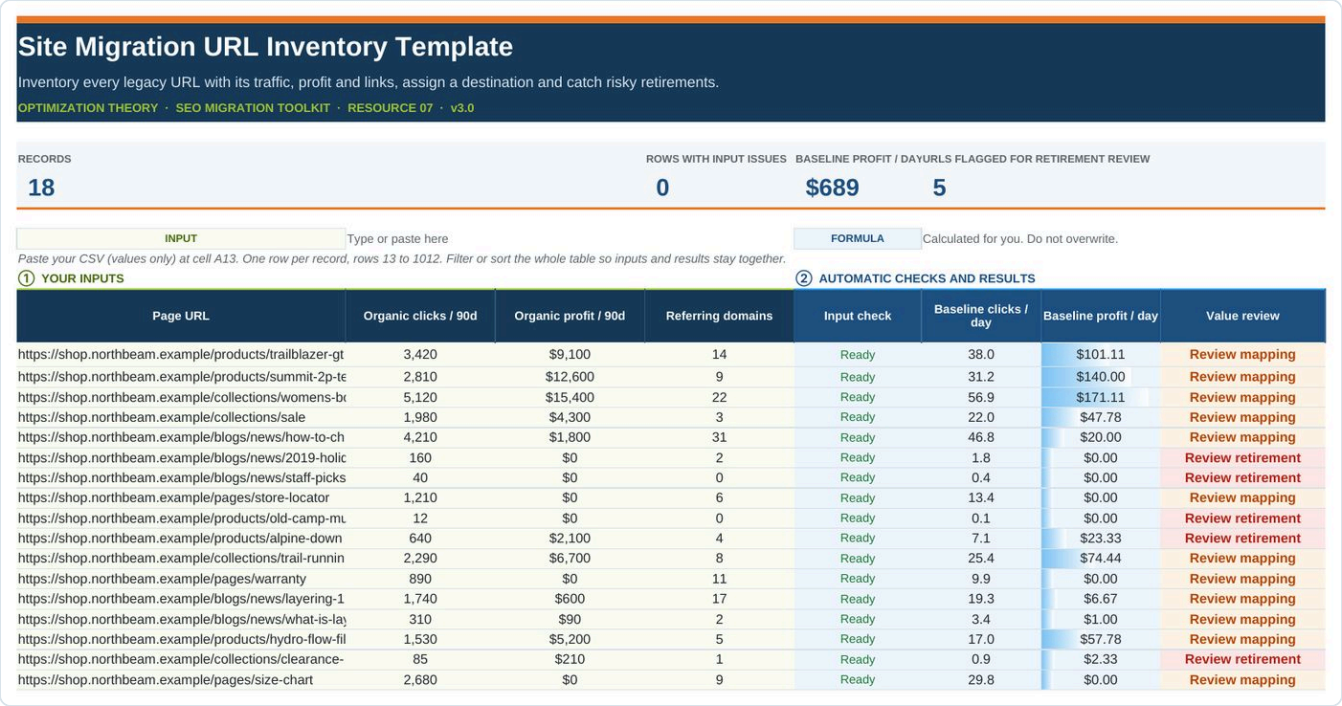
Assign a disposition and destination

Choose Redirect, Keep, Merge or Retire. Every Redirect and Merge needs a destination URL; retirements get N/A.

4

Clear every retirement flag

Open the Dashboard action list. Each Review retirement row has value. Redirect it to the closest equivalent or write down why not.



Site Migration URL Inventory Template

Inventory every legacy URL with its traffic, profit and links, assign a destination and catch risky retirements.

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RECORDS	ROWS WITH INPUT ISSUES	BASELINE PROFIT / DAY	URLS FLAGGED FOR RETIREMENT REVIEW
18	0	$689	5

INPUT Type or paste here — FORMULA Calculated for you. Do not overwrite.

Paste your CSV (values only) at cell A13. One row per record, rows 13 to 1012. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

Page URL	Organic clicks / 90d	Organic profit / 90d	Referring domains	Input check	Baseline clicks / day	Baseline profit / day	Value review
https://shop.northbeam.example/products/trailblazer-gt	3,420	$9,100	14	Ready	38.0	$101.11	Review mapping
https://shop.northbeam.example/products/summit-2p-te	2,810	$12,600	9	Ready	31.2	$140.00	Review mapping
https://shop.northbeam.example/collections/womens-bo	5,120	$15,400	22	Ready	56.9	$171.11	Review mapping
https://shop.northbeam.example/collections/sale	1,980	$4,300	3	Ready	22.0	$47.78	Review mapping
https://shop.northbeam.example/blogs/news/how-to-ch	4,210	$1,800	31	Ready	46.8	$20.00	Review mapping
https://shop.northbeam.example/blogs/news/2019-holic	160	$0	2	Ready	1.8	$0.00	Review retirement
https://shop.northbeam.example/blogs/news/staff-picks	40	$0	0	Ready	0.4	$0.00	Review retirement
https://shop.northbeam.example/pages/store-locator	1,210	$0	6	Ready	13.4	$0.00	Review mapping
https://shop.northbeam.example/products/old-camp-mu	12	$0	0	Ready	0.1	$0.00	Review retirement
https://shop.northbeam.example/products/alpine-down	640	$2,100	4	Ready	7.1	$23.33	Review retirement
https://shop.northbeam.example/collections/trail-runnin	2,290	$6,700	8	Ready	25.4	$74.44	Review mapping
https://shop.northbeam.example/pages/warranty	890	$0	11	Ready	9.9	$0.00	Review mapping
https://shop.northbeam.example/blogs/news/layering-1	1,740	$600	17	Ready	19.3	$6.67	Review mapping
https://shop.northbeam.example/blogs/news/what-is-lay	310	$90	2	Ready	3.4	$1.00	Review mapping
https://shop.northbeam.example/products/hydro-flow-fil	1,530	$5,200	5	Ready	17.0	$57.78	Review mapping
https://shop.northbeam.example/collections/clearance-	85	$210	1	Ready	0.9	$2.33	Review retirement
https://shop.northbeam.example/pages/size-chart	2,680	$0	9	Ready	29.8	$0.00	Review mapping

The Workspace tab with the worked example. Lime cells are inputs; blue cells are formulas.

Fill it with DataForSEO

This template is built to run on **DataForSEO On-Page API**: a crawl of your site: URLs, status codes, canonicals, inlinks and sitemap membership.

Most of the data columns fill automatically. Add the business inputs listed below, then paste.

1. Request the data

```
POST https://api.dataforseo.com/v3/on_page/task_post
[
  {
    "target": "yourdomain.com",
    "max_crawl_pages": 1000
  }
]
```

Post the crawl task, wait for it to finish, then request on_page/pages with {"id": "<task id>", "limit": 1000} and save that response.

2. Save the full JSON response

Save the complete response, not just the task ID, next to the template folder.

3. Convert it to the input CSV

The script in the Automation folder runs offline: no API call, no credentials.

```
python3 Automation/dataforseo_import.py import --template 07 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Page URL	Organic clicks / 90d, Organic profit / 90d, Referring domains, Disposition, Destination URL, Owner

Source reference fills automatically with the task ID, endpoint, location, language, device and snapshot time, so every row is traceable. Paste the finished CSV at Workspace cell A13. Estimate the cost first with the DataForSEO Cost Calculator (template 38).

Input dictionary

Keep the CSV columns in this order and paste values at Workspace cell A13. A missing observation stays blank; use 0 only for a measured zero or a verified No.

CSV field	Column	Meaning and rule	Typical source
`url`	Page URL	Exact absolute URL. Keep case and query parameters unless a documented normalization rule applies.	DataForSEO: url
`clicks_90d`	Organic clicks / 90d	GSC clicks over a fixed 90-day baseline.	Your records or manual review
`profit_90d`	Organic profit / 90d	Contribution profit attributed under one documented analytics model.	Your records or manual review
`referring_domains`	Referring domains	Unique referring domains from a URL-level backlinks summary.	Your records or manual review
`disposition`	Disposition	Keep, redirect, merge or retire after relevance review.	Your records or manual review
`destination`	Destination URL	Intended equivalent URL. For retirement, enter RETIRE only after explicit review.	Your records or manual review
`owner`	Owner	Person accountable for the next action.	Your records or manual review
`source_ref`	Source reference	Task ID, export filename and observation scope. Retain the untouched source response separately. Optional.	DataForSEO: source_ref

The worked example

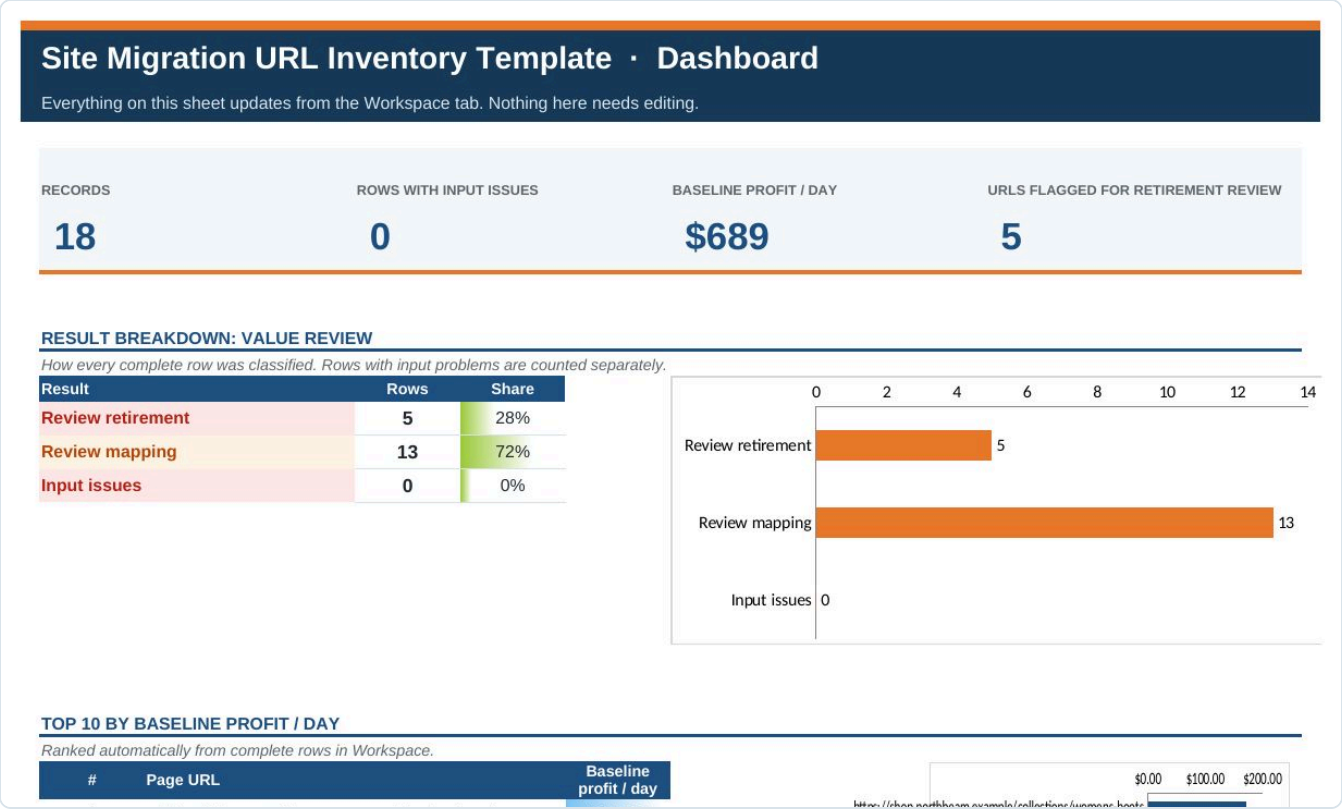
Every workbook ships filled with data from Northbeam Outdoor, a fictional outdoor-gear retailer. This one has 18 example rows.

18	0	$689	5
Records	Rows with input issues	Baseline profit / day	URLs flagged for retirement review

Five legacy URLs in the example were marked Retire, but several still have links or clicks. One retired product page has $2,100 in 90-day profit, exactly the kind of row that disappears in a big spreadsheet.

Top 10 by baseline profit / day

#	Page URL	Baseline profit / day
1	https://shop.northbeam.example/collections/womens-boots	$171.11
2	https://shop.northbeam.example/products/summit-2p-tent	$140.00
3	https://shop.northbeam.example/products/trailblazer-gtx-boot	$101.11
4	https://shop.northbeam.example/collections/trail-running	$74.44
5	https://shop.northbeam.example/products/hydro-flow-filter	$57.78



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

Value helps order QA effort. Relevance and the intended user journey determine the correct destination.

Limits. Redirecting unrelated pages to a homepage can create poor outcomes. This workbook does not choose destinations automatically.

Mistakes to avoid

Building the list from one source. Crawls miss orphan pages, sitemaps miss old pages, analytics misses pages with no recent visits. Combine sources.

Retiring pages with backlinks. Even a dead product page can pass link value. Redirect it to the parent category instead of returning a 404.

Leaving destinations for the dev team to guess. If the inventory doesn't say where a URL goes, it'll get redirected to the homepage.

Tips from the field

Freeze the inventory a week before launch and version it; late additions go in a change log.

Feed the Redirect rows straight into the redirect mapping template.

Keep the daily baselines; the post-migration monitor uses them.

Questions people ask

What should a site migration spreadsheet include?

Every legacy URL, its traffic and revenue, backlinks, the planned action (redirect, keep, merge, retire), destination URL and owner. This template adds daily baselines and automatic risk flags.

How do I find all URLs on my site before a migration?

Combine a crawler export, XML sitemaps, Search Console's page report, analytics landing pages and the target URLs from your backlink tool, then deduplicate.

Should I redirect pages with no traffic?

Redirect anything with backlinks or historical value. Pages with no traffic, no links and no purpose can be retired, but log the decision.

What's the difference between merge and redirect?

Redirect means one old URL maps to one equivalent new page. Merge means several old pages are combined into one new page, each redirecting to it.

Templates that work well with this one

Redirect Mapping Template

Map every old URL to its new home and verify each redirect: one permanent hop, a 200 page, no noindex, matching canonical.

SEO Migration Checklist

Every pre-launch, launch-day and post-launch control with an owner, evidence and automatic launch-blocker flags.

Post-Migration SEO Monitoring Template

Compare each migrated segment with an untouched control so you can tell real migration loss from seasonality.

Indexability Audit Template

Check status, robots, noindex and canonical on every page you want indexed, then see exactly what to fix first.

Content Audit Template

Score every URL by lost clicks, conversions and links, choose keep, refresh, merge or retire, and catch the risky calls.

Keyword Mapping Template

Assign every keyword to exactly one URL and catch conflicting assignments before they become cannibalization.

Read the full tutorial online: **optimizationtheory.com/download-view/site-migration-url-inventory/**
Get all six templates in the **SEO Migration Toolkit**, or all 40 in the **Complete SEO & GEO Toolkit**.