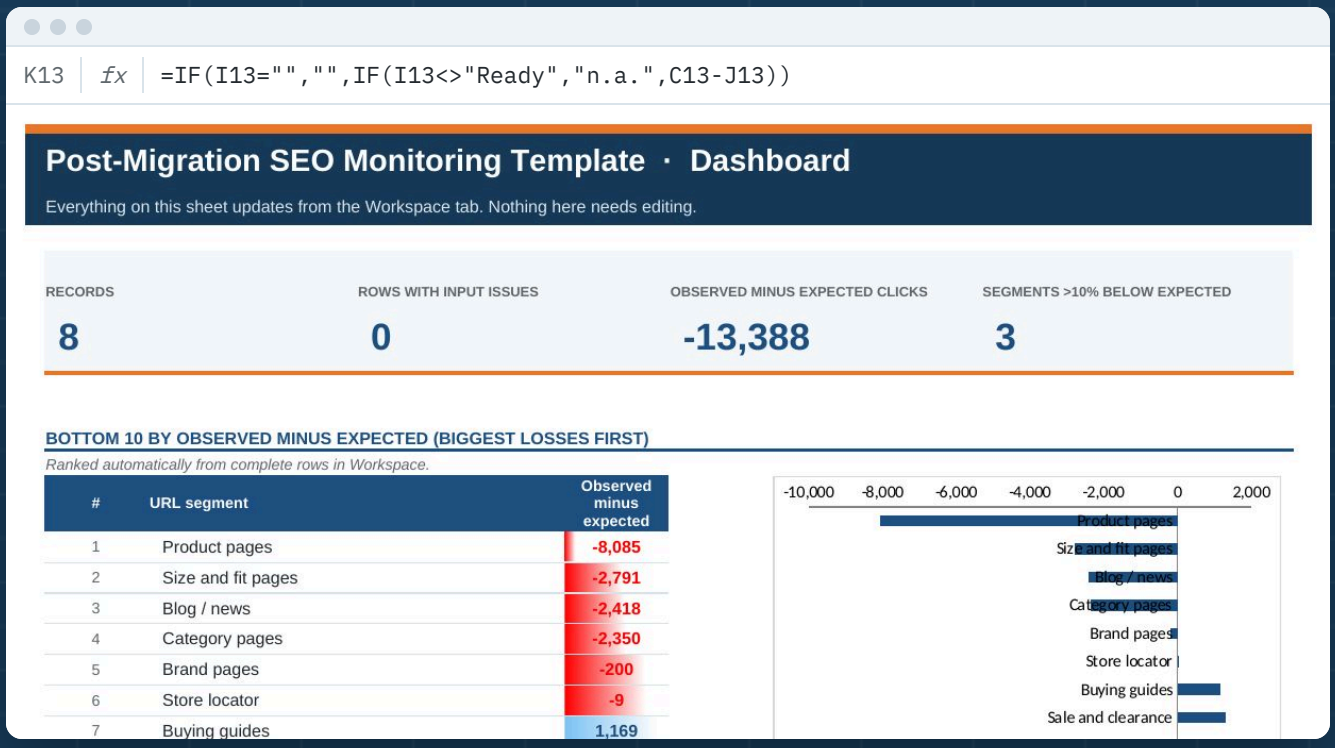
OptimizationTheory.com

SEO Migration Toolkit, resource 10

Post-Migration SEO Monitoring Template

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

Built for the DataForSEO API: Labs: Ranked Keywords



K13 | *fx* | =IF(I13="","",IF(I13<>"Ready","n.a.",C13-J13))

Post-Migration SEO Monitoring Template · Dashboard

Everything on this sheet updates from the Workspace tab. Nothing here needs editing.

RECORDS	ROWS WITH INPUT ISSUES	OBSERVED MINUS EXPECTED CLICKS	SEGMENTS >10% BELOW EXPECTED
8	0	-13,388	3

BOTTOM 10 BY OBSERVED MINUS EXPECTED (BIGGEST LOSSES FIRST)

Ranked automatically from complete rows in Workspace.

#	URL segment	Observed minus expected
1	Product pages	-8,085
2	Size and fit pages	-2,791
3	Blog / news	-2,418
4	Category pages	-2,350
5	Brand pages	-200
6	Store locator	-9
7	Buying guides	1,169

Field guide, v3.0, November 2026

Jourdan Rombough, optimizationtheory.com

What this template decides

Whether each migrated section is performing above or below what you'd expect after adjusting for market-wide changes, measured against a control segment that didn't move.

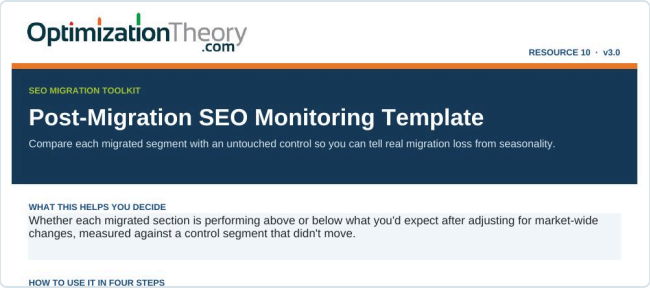
After a migration, everyone asks the same question: did we lose traffic because of the migration, or because it's January? Raw before-and-after comparisons can't answer it, because demand, algorithm updates and seasonality all move at the same time.

This post-migration monitoring template uses a control: a part of the site that didn't migrate. It scales each migrated segment's baseline by how much the control changed, giving a control-adjusted expected number. The difference between observed and expected clicks, and the relative gap, show which segments really lost ground.

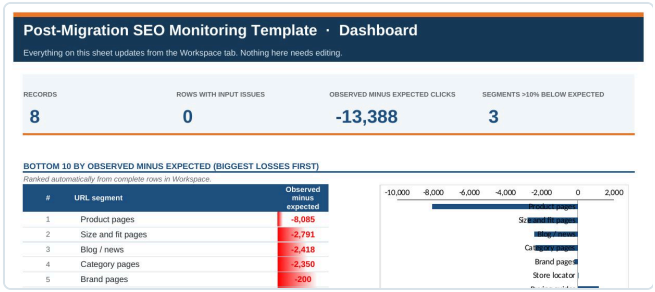
Who it's for

- SEOs reporting on migration impact
- Analysts separating migration effects from seasonality or updates
- Agencies that need a fair, defensible post-launch report
- Teams deciding whether to roll back or fix forward

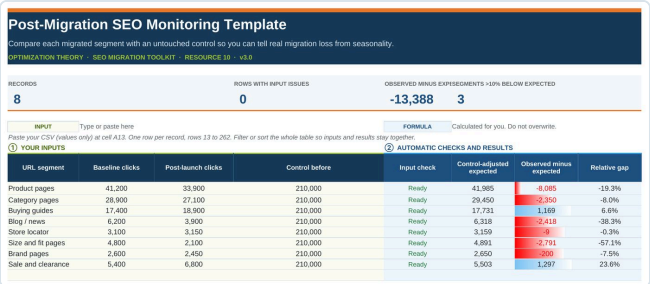
What's in the workbook



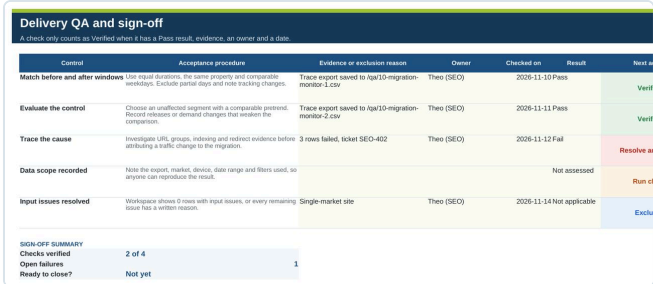
Start Here. Purpose, four-step setup and colour key.



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



Workspace. The working table, room for 250 rows.



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

How the calculation works

Expected clicks = baseline clicks × (control after ÷ control before). Observed minus expected = post clicks – expected. Relative gap = post ÷ expected – 1. A segment at –18% lost 18% more than the control's movement would explain.

The key formula, as written in the workbook

```
=IF(I13="","",IF(I13<>"Ready","n.a.",C13-J13))
```

Result column	Plain-English formula	What it tells you
Control-adjusted expected	Baseline clicks × (Control after ÷ Control before)	Expected post clicks if the migrated segment followed the control trend.
Observed minus expected	Post-launch clicks-Control-adjusted expected	Negative values show underperformance relative to this control.
Relative gap	IF(Control-adjusted expected=0,"n.a.",Post-launch clicks ÷ Control-adjusted expected-1)	Relative deviation from control-adjusted expected clicks.

How to use it, step by step

1

Choose a control segment

Pick a section that didn't change (a help center, a subdomain, a subfolder) with stable traffic.

2

Pull equal periods

Export clicks for each migrated segment and the control for the same number of days before and after launch.

3

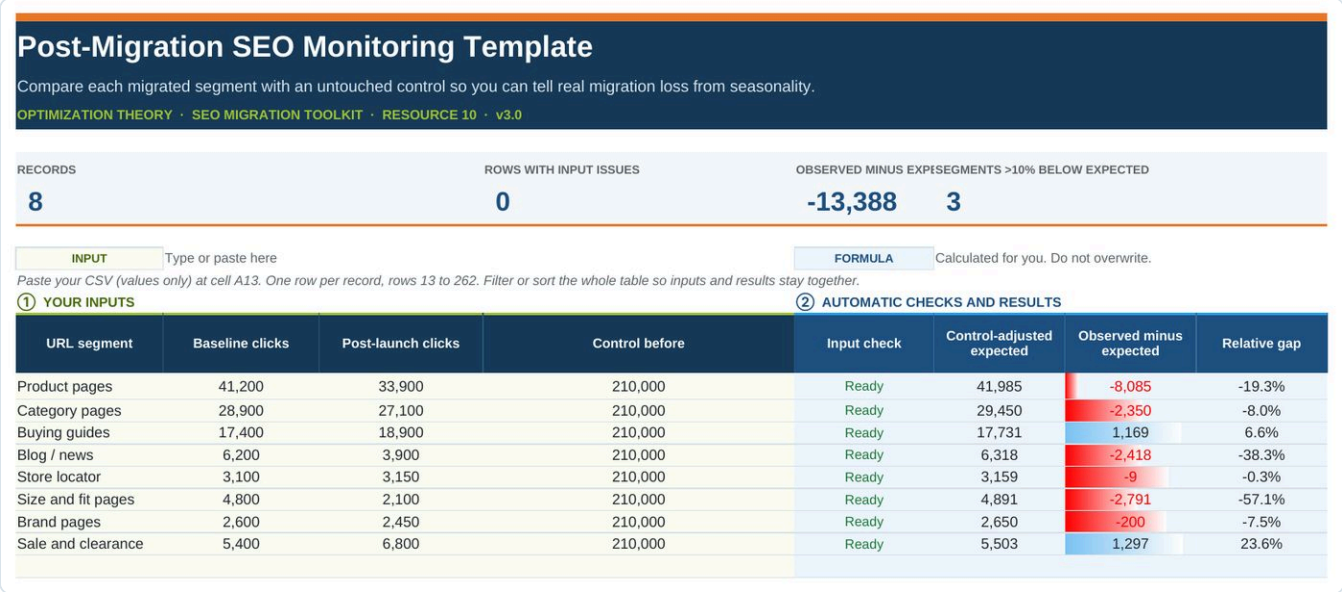
Enter segment rows

One row per segment: baseline clicks, post-launch clicks, control before and after, and the period lengths.

4

Investigate the biggest gaps

Segments more than 10% below expected appear on the Dashboard. Check redirects, indexation and templates for those first.



Post-Migration SEO Monitoring Template

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

OPTIMIZATION THEORY · SEO MIGRATION TOOLKIT · RESOURCE 10 · v3.0

RECORDS	ROWS WITH INPUT ISSUES	OBSERVED MINUS EXPI	SEGMENTS >10% BELOW EXPECTED
8	0	-13,388	3

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 262. Filter or sort the whole table so inputs and results stay together.

① YOUR INPUTS — ② AUTOMATIC CHECKS AND RESULTS

URL segment	Baseline clicks	Post-launch clicks	Control before	Input check	Control-adjusted expected	Observed minus expected	Relative gap
Product pages	41,200	33,900	210,000	Ready	41,985	-8,085	-19.3%
Category pages	28,900	27,100	210,000	Ready	29,450	-2,350	-8.0%
Buying guides	17,400	18,900	210,000	Ready	17,731	1,169	6.6%
Blog / news	6,200	3,900	210,000	Ready	6,318	-2,418	-38.3%
Store locator	3,100	3,150	210,000	Ready	3,159	-9	-0.3%
Size and fit pages	4,800	2,100	210,000	Ready	4,891	-2,791	-57.1%
Brand pages	2,600	2,450	210,000	Ready	2,650	-200	-7.5%
Sale and clearance	5,400	6,800	210,000	Ready	5,503	1,297	23.6%

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 Labs: Ranked Keywords**: every keyword a domain ranks for, with its ranking URL, position and volume.

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/dataforseo_labs/google/ranked_keywords/live
[
  {
    "target": "yourdomain.com",
    "location_code": 2840,
    "language_code": "en",
    "limit": 1000
  }
]
```

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 10 --input response.json --output my-inputs.csv
```

Fills automatically	You add
Source reference (audit trail)	URL segment, Baseline clicks, Post-launch clicks, Control before, Control after, Baseline days, Post-launch days

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
`segment`	URL segment	Named migrated URL group. Join API URLs to this group externally.	Your records or manual review
`baseline_clicks`	Baseline clicks	GSC clicks in a complete prelaunch window.	Your records or manual review
`post_clicks`	Post-launch clicks	GSC clicks in a complete postlaunch window of equal length.	Your records or manual review
`control_before`	Control before	Clicks for an unaffected matched group before launch.	Your records or manual review
`control_after`	Control after	Clicks for that control group after launch.	Your records or manual review
`baseline_days`	Baseline days	Number of complete days in the baseline window.	Your records or manual review
`post_days`	Post-launch days	Number of complete days in the postlaunch window.	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 8 example rows.

8	0	-13,388	3
Records	Rows with input issues	Observed minus expected clicks	Segments >10% below expected

Size-and-fit pages, the blog and product pages are all well below expectation, while buying guides and sale pages beat it. That points the investigation at specific templates rather than the whole migration.

Bottom 10 by observed minus expected (biggest losses first)

#	URL segment	Observed minus expected
1	Product pages	-8,085
2	Size and fit pages	-2,791
3	Blog / news	-2,418
4	Category pages	-2,350
5	Brand pages	-200



The Dashboard updates automatically from the Workspace tab.

Reading the result honestly

The control adjustment separates one broad trend from the observed change. It is a diagnostic, not proof of a migration effect.

Limits. Controls can be affected by sitewide changes. Inspect country, device, holidays and query mix before acting.

Mistakes to avoid

Using a control that also changed. If the control moved too, the adjustment is meaningless. Pick something truly untouched.

Comparing unequal periods. Use the same number of days before and after, and the same weekdays where possible.

Reading week one as the verdict. Rankings fluctuate after a move. Read the trend over four to eight weeks.

Tips from the field

Pair with the redirect QA results: segments with failed redirects usually explain the gap.

Use the migration URL inventory's daily baselines for page-level checks.

Re-run weekly and keep each week's sheet for the trend.

Questions people ask

How do I measure SEO impact after a migration?

Compare each migrated segment's clicks against what a stable control segment predicts. This separates migration effects from seasonality and market changes.

What's a control group in SEO?

A set of pages that weren't changed, used as a baseline for how traffic would have moved anyway.

How long does traffic take to recover after a migration?

Well-executed migrations often stabilize within weeks; complex ones can take months. Persistent gaps usually trace back to redirect or indexing problems.

What if I have no control segment?

Use the same period last year as a rough seasonality adjustment, and note the weaker evidence in Source reference.

Templates that work well with this one

Site Migration URL Inventory Template

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

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.

SEO Split Test Calculator

Estimate ratio-adjusted lift and difference-in-differences against matched control pages, with a pre-trend check.

SEO Visibility Score Calculator

Weight rankings by search volume and CTR to see real visibility gains and losses across a fixed keyword set.

Content Decay Analysis Template

Separate lost impressions, lower CTR and falling demand, so you refresh the pages that really decayed.

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