

# HACK DIGITAL AGENCY

PROTOCOL: ASSET\_MIGRATION\_MANIFEST\_V4.0

## The 2026 Forensic Migration Checklist

This 42-point manifest is the HDA engineering standard for protecting multimillion-dollar traffic streams during complex infrastructure transitions. Target Environment: **PHP 8.4+** | Status: **Zero-Equity Loss Protocol**.

### PHASE 1: PRE-FLIGHT INTELLIGENCE

Goal: Establish baseline equity and identify potential failure points.

- 01. Baseline Authority Audit:** Full crawl of legacy site to establish current state rankings.
- 02. Top 1% URL Identification:** Isolating top-performing conversion and traffic URLs.
- 03. Backlink Profile Export:** Scoping all external domains to prevent authority leaks.
- 04. Server Log Analysis:** Reviewing 12 months of crawl data to identify bot pathways.
- 05. Tracking Pixel Inventory:** Cataloging GTM, Meta, and TikTok pixels for re-deployment.
- 06. Legacy Plugin/Script Audit:** Identifying technical debt to be purged in the move.
- 07. Benchmarking Core Web Vitals:** Recording legacy LCP, FID, and CLS scores.
- 08. API Dependency Map:** Listing all ERP, CRM, and Shipping integrations.

### PHASE 2: DATA INTEGRITY & SQL

Goal: Secure backend consistency and database performance.

- 09. SQL Collation Sanitization:** Converting tables to modern UTF-8mb4 formats.
- 10. Media Library Optimization:** Compression and WebP conversion for legacy assets.

**11. Orphaned Table Purge:** Deleting unused database rows to reduce query latency.

**12. User/Customer Hash Verification:** Ensuring password data migrates without errors.

**13. Order History Reconciliation:** Verifying transaction IDs match legacy records.

**14. PHP 8.4 Compatibility Check:** Scanning custom code for deprecated functions.

**15. Asset Path Normalization:** Standardizing absolute vs. relative paths.

## PHASE 3: URL & EQUITY ENGINEERING

Goal: Prevent ranking drops via architectural continuity.

- 16. 1:1 Redirect Mapping:** Mapping every single legacy URL to its new equivalent.
- 17. Regex Pattern Implementation:** Global rules for category and tag structure changes.
- 18. Internal Link Sanitization:** Updating links within content to the new URL structure.
- 19. Canonical Tag Audit:** Ensuring every page points to its correct Master URL.
- 20. Meta-Data Parity Check:** Aligning Titles and Descriptions with legacy performers.
- 21. Sitemap.xml Architecture:** Generating hierarchical sitemaps for re-indexing.
- 22. Robots.txt Hardening:** Blocking staging and allowing critical assets.
- 23. Hreflang Sync:** Mirroring international language/region tags perfectly.
- 24. Schema Markup Transfer:** Validating JSON-LD Rich Snippets for products.

## PHASE 4: THE PERFORMANCE REDESIGN

Goal: Achieve 0.8s LCP and modern UX benchmarks.

- 25. LCP Optimization (0.8s Target):** Prioritizing Largest Contentful Paint.
- 26. DOM Size Reduction:** Eliminating "Div Soup" to speed up rendering.
- 27. CSS/JS Minification:** Code sanitization to reduce TTFB latency.
- 28. Lazy-Loading Logic:** Implementing native loading for below-the-fold assets.

**29. Font Display Swap:** Ensuring text visibility during font asset loading.

**30. Mobile UX Friction Audit:** Verifying thumb-friendly conversion elements.

**31. Checkout Extensibility Sync:** Migrating checkout scripts to new API standards.

**32. WAF Security Rules:** Configuring firewalls to block scrapers at launch.

## PHASE 5: THE WAR-ROOM LAUNCH

Goal: Active monitoring and real-time risk mitigation.

- 33. Real-Time 404 Monitoring:** Active server log watching for missed patterns.
- 34. GSC Address Change:** Formal notification of the move to Google Console.
- 35. XML Sitemap Pinging:** Forcing re-crawls via API post-deployment.
- 36. SSL Certificate Validation:** Ensuring HSTS enforcement and green lock status.
- 37. Cache Warming:** Priming server-side cache for high-traffic entry points.
- 38. Conversion Path Walkthrough:** Live checkout testing on mobile/desktop.
- 39. Social Graph Verification:** Validating Open Graph tags for link previews.
- 40. Indexation Check:** Verifying that Google is serving new URLs live.
- 41. 72-Hour Active Watch:** Intercepting algorithmic suppression daily.
- 42. The Delta Report:** Comparison of Legacy vs. New performance for the Board.

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