

Umbraco Migration Success Checklist

Essential Steps for a Safe and Efficient Migration

Introduction

Migrating to a newer Umbraco version or switching from another CMS is a technically complex process that impacts architecture, integrations, and long-term maintainability.

Who this checklist is for

- CTOs and Heads of Engineering planning an Umbraco upgrade or CMS migration
- Product owners responsible for platform scalability, performance, and roadmap continuity
- Digital agencies delivering Umbraco projects or managing client migrations
- Companies migrating from legacy CMS platforms (WordPress, Optimizely, Sitecore, Kentico)
- Teams maintaining Umbraco 7-10 installations approaching end-of-life
- Organizations with complex websites (multi-site, multilingual, integrations, or custom logic)

Why migrations fail

Common issues observed in real migration projects:

- Legacy complexity is underestimated
- Content and data are not fully validated
- SEO and redirects are poorly handled
- No structured migration strategy

What this checklist helps you achieve

This checklist helps you:

- Structure the migration process end-to-end
- Identify risks early
- Plan architecture and integrations
- Ensure a predictable go-live

The Checklist

1. Pre-Migration Preparation

- Define business goals and expected outcomes (performance, scalability, cost reduction)
- Conduct a full audit of the current system (content, media, templates, custom code, integrations)
- Assess data volume, complexity, and technical risks
- Establish acceptable downtime window and business impact
- Create and test a full backup of the website and database
- Select target Umbraco version and hosting platform (latest LTS recommended)

2. Planning & Strategy

- Select migration strategy (big-bang, phased rollout, or parallel run)
- Prepare content and media migration strategy
- Map third-party integrations and dependencies
- Plan SEO and redirects strategy (301, URL structure, sitemap, canonicals)
- Define timeline, budget, and risk register
- Assign roles and responsibilities

3. Execution

- Set up development and staging environments
- Migrate database schema and core configurations
- Adapt or refactor custom code, templates, and components
- Migrate and validate content and media
- Reconnect and test integrations
- Validate performance, security, and accessibility (WCAG)
- Conduct User Acceptance Testing (UAT) with stakeholders

4. Go-Live & Post-Migration

- Perform final content synchronization
- Execute DNS switch and go-live
- Perform smoke testing (basic functionality check) and regression testing
- Set up monitoring (logs, errors, performance) for at least 30 days
- Train content editors on the new system
- Decommission the legacy system
- Initiate post-migration support and optimization

Bonus

Tools We Recommend for Umbraco Migration

The following tools and technologies are commonly used in Umbraco migration projects:

- uSync + Umbraco Deploy - environment synchronization and structured content transfer
- uSync.Migrations - package for automating upgrades from older Umbraco versions (e.g., v7, v8)
- Custom migration tools - project-specific data transformation and legacy handling
- Azure + Umbraco Cloud - hosting, deployment, and environment management
- Redirect management tools - preserving SEO and URL structure
- Search indexing - rebuilding internal search after migration

Technical Notes (for complex projects)

In more advanced migration scenarios, additional components and practices may be required:

- Rebuilding search indexes (e.g., using Examine or external search services)
- Migrating custom database structures and relations
- Refactoring legacy business logic into modern .NET architecture
- Handling large media libraries and structured content at scale
- Implementing logging and monitoring for migration validation

Common Pitfalls to Avoid During Migration

These issues are frequently encountered in real migration projects:

- Underestimating complexity of legacy custom code
- Insufficient content validation after migration
- Poor or missing SEO redirect strategy
- Skipping User Acceptance Testing (UAT)
- Lack of content editor training

Real UKAD Migration Results

Proven in Real Projects

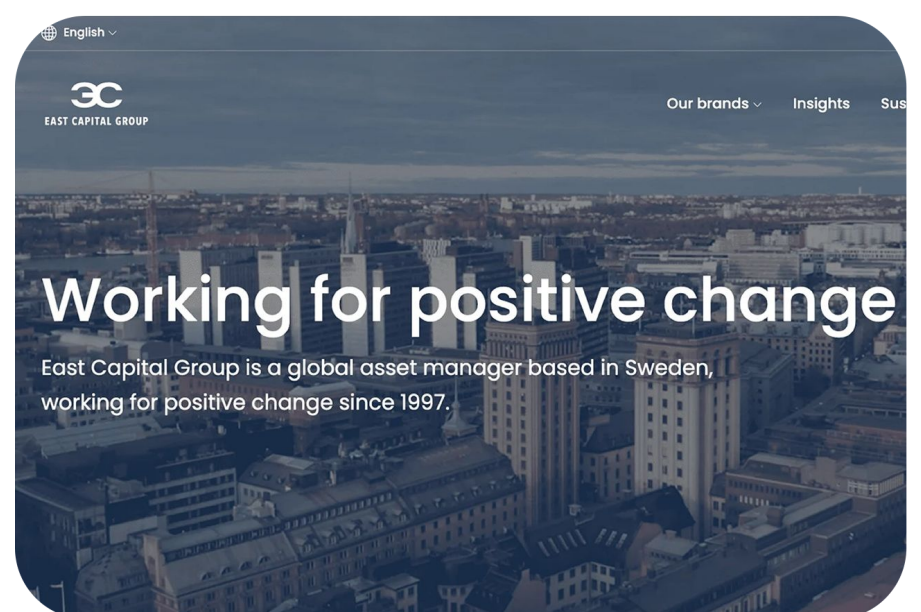
East Capital Group (Sweden)

Migration from Optimizely and WordPress → Umbraco

Results:

Migration of legacy database and content structure

- Consolidation of multiple websites into a single architecture
- Reduced licensing and infrastructure costs
- Improved multi-brand content management
- Better accessibility compliance

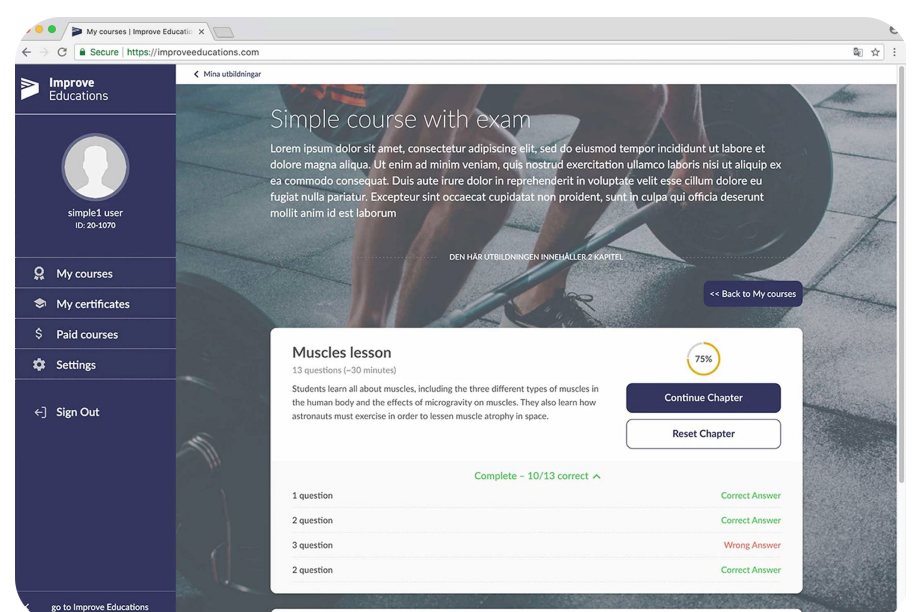


Improve Educations (Sweden)

Upgrade from Umbraco 7 → Umbraco 13

Results:

- Migration of legacy database and content structure
- Refactoring of custom business logic and integrations
- Zero data loss across courses and user data
- Significant performance improvements
- Modernized editor experience



Planning an Umbraco migration or upgrade?

UKAD provides a structured, engineering-focused approach to Umbraco migrations - from initial assessment to post-launch support.

Request a free technical migration audit

- Assessment of your current CMS architecture
- Migration complexity and risk estimation
- Recommended migration approach (phased, parallel, or full rebuild)
- Timeline and cost expectations

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[Book a free consultation call with Alexander](#)



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