

Migration quotes: what to ask, and what to do yourself.

For anyone comparing quotes to move a website, or deciding whether to do it themselves. The first section decides which route you are on. The second is how to read a quote once you have one.

General guidance. Prices named here are Adam Roe's own as of September 2026. A bigger site, a shop or a long archive is a different job and should be quoted at a day rate rather than a fixed number.

WHICH ROUTE ARE YOU ON?

- ☐ **Count addresses, not pages**
The number of addresses drives the work. A twelve page menu can sit on top of a blog archive with hundreds, and the archive is what takes the time.
- ☐ **Does the site have search traffic worth protecting?**
If it does, the redirect map stops being optional. If it genuinely does not yet, doing the whole thing yourself is a reasonable call.
- ☐ **Does the business run on email at that domain?**
If it does, have somebody watch the DNS records even if they do nothing else. Mail stops silently and nobody finds out for days.
- ☐ **Is anyone going to work down a checklist in the first hour?**
Not the moving, the hour afterwards. If the honest answer is no, buy that part rather than the whole job.

READING A QUOTE

- ☐ **Is the redirect map named in it, or assumed?**
If it is not written down, it is not included. This single line is worth several hundred pounds of difference between two quotes.
- ☐ **Do they test on a staging site before the cutover?**
The answer should be yes without hesitation. Testing redirects on the live site means testing them on your customers.
- ☐ **Who checks email in the first hour?**
Often nobody, because the person moving the site and the person administering the mailboxes have never spoken.
- ☐ **Are old redirects from previous moves carried across?**
Sites that have moved before are carrying redirects that still earn. Dropping them quietly undoes work somebody already paid for.
- ☐ **Is the old site kept reachable until the new one is proven?**
Turning it off is the last step, not the first. A quote that treats the cutover as a single moment has not done many.

☐ **Do you get the redirect map as a file?**

It should be yours and checkable, rather than something that happened inside a supplier's account.

IF YOU ARE DOING IT YOURSELF

☐ **Build the address list from three sources, then merge**

The sitemap, analytics and Search Console. Any one of them alone will miss pages, and the ones it misses are the old ones that still earn.

☐ **Write the existing DNS records down before anything moves**

Both the website and the email are directed from there. This one step prevents the most expensive failure on the list.

☐ **Export analytics before a domain change**

A new domain is a new property and the history does not follow. Take the snapshot while you still can.

☐ **Submit a real test through every form after launch**

Forms on a new platform default to sending somewhere unhelpful, usually the account of whoever built the site.

☐ **Expect a wobble, not a collapse**

A week or two of movement in rankings is normal while the new addresses are taken in. A month of decline means checking the map again.

Whichever route you take, keep the redirect map as a file you hold. It is useful again the next time anything moves.

adamroe.co.uk/blog/best-website-migration-service