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What Happens to Backlinks, Blog Posts, and Google Indexing After Switching

Laura Gibson - 2026-07-24 - [SEO After Switching or Redesigning](#)

When you **switch to a new KILO website**, it is normal to wonder what happens to the SEO work already tied to your old site. The short answer: your backlinks, blog posts, and Google rankings are carried over and protected as part of the move. This article walks through what happens to each one, what we handle for you, and the few things you can do to keep your local search visibility strong.

What to Expect After Switching

- **Backlinks** are preserved using redirects so the SEO value of your existing links carries over.
- **Blog posts** from your old site are transferred to KILO, keeping their original web address, category, and publish date.
- **Google indexing** of your new site usually completes within 5 to 7 business days after launch.
- **Temporary changes** in rankings or traffic right after launch are normal while Google adjusts.
- **One thing we need from you:** the list of old web addresses (URLs) you want to keep, so we can set up redirects.

Backlinks: Keeping Your Link Authority After Switching

Your backlink value carries over to your new site as long as redirects are set up correctly. Backlinks are links from other websites that point to your site. In local SEO, they remain an important ranking factor because they build authority and signal to Google that your business is trustworthy and relevant within your area.

To protect that value during a redesign or rebuild, we:

- Set up 301 redirects (permanent redirects that point an old web address to its new location) from your old URLs to the matching new ones
- Keep your page structure as consistent as possible
- Check for broken or missing links after launch

When redirects are handled properly, Google transfers most of the SEO value from your old links to your new website, which helps maintain your authority and visibility in local search results.

What we need from you: Send us the list of old URLs you want to keep so we can add redirects for them. The sooner we have this list, the more completely we can preserve your link authority at launch.

Blog Posts: Transferring and Continuing Your Content

Your existing blog posts transfer to your new KILO site, and we do our best to preserve each post's original URL, category, and publish date. Blog content is valuable for local SEO because it lets you regularly publish fresh, location-relevant content, such as gym updates, member stories, event recaps, or seasonal fitness tips.

You are encouraged to keep publishing after launch. Consistent updates show Google that your site is active and relevant, which can strengthen your position in local search results over time.

Google Indexing: What to Expect After Launch

Google usually reindexes your new site within 5 to 7 business days after launch. Getting your pages crawled and reindexed is what allows your business to appear in location-based search results, including the local map pack, your Google Business Profile, and organic listings tied to your area.

Here is a general timeline for what to expect:

Step	Timeline
Website launch	Day 0
Sitemap submission to Google	Day 1
Initial crawling starts	5 to 7 business days
Rankings stabilize	2 to 6 weeks

During this period, you might notice temporary changes in your rankings or traffic. This is normal while Google adjusts to the new layout, content, and technical structure. To support faster crawling and indexing, we also submit your sitemap (a file that lists your site's pages for Google) to Google Search Console.

Note: If your domain has an established history and a consistent local presence, Google may crawl and reindex it more quickly.

Frequently Asked Questions

Will I lose my Google rankings when I switch to KILO?

No, switching does not erase your rankings. Your backlink value and blog content carry over, and Google reindexes your new site within about 5 to 7 business days. You may see short-term movement in rankings or traffic during that window, but this settles as Google finishes crawling the new site.

What happens to my backlinks after my site is rebuilt?

Your backlinks keep their value as long as redirects are in place. We set up 301 redirects from your old web addresses to the new ones, keep your page structure consistent, and check for broken links after launch so Google can pass the existing SEO value through to your new pages.

Do I need to do anything to keep my backlinks?

Yes, send us the old URLs you want to keep. This is the one step we need from you. With that list, we can add redirects so the authority tied to those links transfers cleanly to your new site.

Will my old blog posts transfer to my new KILO website?

Yes, your blog posts are transferred to your new site. We do our best to preserve each post's original URL, category, and publish date so the local SEO value of that content is not lost in the move.

How long does it take Google to reindex my new website?

Most sites are reindexed within 5 to 7 business days after launch. We submit your sitemap to Google Search Console the day after launch to help speed this up. Rankings typically stabilize within 2 to 6 weeks. An established domain with a consistent local presence may be reindexed faster.

Why did my traffic or rankings change right after launch?

Short-term changes are normal and expected. Google needs time to crawl and adjust to your new layout, content, and technical structure. As reindexing completes and rankings stabilize over the following weeks, traffic generally returns to its expected level.

Helpful Tips

- Send us your list of old URLs as early as possible so redirects are ready at launch.
 - Keep publishing blog posts after you switch to show Google your site is active.
 - Expect some temporary movement in rankings or traffic in the first weeks, and avoid making changes based on those short-term swings.
 - Watch the local map pack and your Google Business Profile listing as reindexing completes.
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When This Matters Most

This information is most useful when you are launching a new KILO website, moving from an older site, or rebuilding an existing one. These are the moments when redirects, blog transfers, and reindexing all come into play, and knowing what to expect helps you read your early post-launch results correctly.

If you have questions about backlinks, blog posts, or Google indexing during your switch to KILO, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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