

Canadian Website Acquisition Due Diligence Checklist

A buyer-side workbook for testing ownership, search durability, commercial evidence and transfer readiness before a Canadian website changes hands.

HOW TO USE THIS TOOL

- 01 Complete the evidence-room page before interpreting performance.
- 02 Use source-system access and direct exports wherever possible.
- 03 Record facts, assumptions, gaps and red flags in separate fields.
- 04 Convert material gaps into conditions, owners and acceptance evidence.

Educational operating tool only. It is not legal, tax, accounting, cybersecurity, privacy, valuation or investment advice. Obtain qualified advice and verify source systems directly.

Deal identity and evidence room

Define the asset, decision owners and evidence boundary before reviewing performance.

TARGET / DOMAIN	SELLER / ENTITY
REVIEW OWNER	TARGET CLOSE DATE
PROPOSED STRUCTURE	EVIDENCE CUT-OFF DATE

- ☐ Domain registrant and registrar control verified directly.
- ☐ Hosting, code, database, analytics, email and advertising accounts inventoried.
- ☐ Corporate, trademark, content, image, software and data rights identified.
- ☐ Read-only source-system access granted or direct exports received.
- ☐ Representations, exclusions and seller dependencies recorded separately from verified facts.

Evidence-room gaps and owner

Search demand and indexation

Reconstruct why users arrive, where performance is concentrated and which technical conditions must remain true.

REVIEW	EVIDENCE	FINDING / CONCENTRATION	STATUS
Queries and pages	Search Console export		
Brand vs non-brand	Query classification		
Seasonality	24+ months if available		
Index coverage	Indexed / excluded URLs		
Canonicals and redirects	Crawl and server checks		
Manual actions / security	Search Console		

[] Top landing pages reviewed for task usefulness, update cost and transfer dependence.

[] Sitemap, robots controls, canonical URLs and true 404 behaviour tested.

[] Historic migrations, redesigns and major traffic breaks placed on the timeline.

[] Direct demand, repeat use, tools and data value assessed separately from rankings.

Concentration and continuity notes

Content, provenance and authority

Sample the pages and relationships that create most of the asset's visibility and trust.

SAMPLE URL / ASSET	CREATOR / SOURCE	RIGHTS TRANSFER?	LAST REVIEWED	MAINTENANCE RISK

- ☐ Originality and first-hand contribution can be explained for top-performing content.
- ☐ Image, dataset, testimonial and third-party content permissions are documented.
- ☐ Link profile sampled across editorial, partner, paid and suspicious sources.
- ☐ Acquired-domain redirects and historic URL dependencies are disclosed.
- ☐ Editorial review and correction processes are transferable.

Product and operating dependencies

Document the workflows users depend on and the invisible labour required to keep them working.

WORKFLOW / FEATURE	OWNER	SYSTEM	FREQUENCY	FAILURE IMPACT	TRANSFER ACTION

- []

Forms, calls, payments, routing, notifications and partner handoffs tested end to end.
- []

Backups, recovery, credentials, renewals and third-party integrations documented.
- []

Contractor and founder knowledge converted into procedures or transition support.
- []

Known security issues, incidents and open engineering debt recorded.

Commercial reconciliation

Trace representative demand through the platform, partner process and financial record.

METRIC	DEFINITION	SOURCE	PERIOD	VERIFIED TOTAL	GAP / NOTE
Visits					
Submissions					
Valid leads					
Qualified leads					
Accepted handoffs					
Revenue	Gross / net / collected?				

- ☐ Customer and partner concentration measured.
- ☐ Refunds, chargebacks, unpaid balances and renewal terms reviewed.
- ☐ Attribution rule and revenue status documented.
- ☐ A sample of leads reconciled from web event to outcome.
- ☐ Operating obligations and service commitments priced into the transition.

Privacy, claims and obligations

Map what the website collects, promises and transfers before the buyer assumes responsibility.

- ☐ Personal information inventory identifies purpose, recipients, storage, retention and deletion.
- ☐ Consent language and actual downstream handoffs match.
- ☐ Sensitive-data collection is necessary for the disclosed workflow.
- ☐ Public claims, credentials, reviews, rankings and testimonials have support.
- ☐ Regulated activities and professional boundaries are identified for qualified review.
- ☐ Data, content, software, vendor and partner agreements permit the proposed transfer.
- ☐ Cookie, analytics, advertising and email practices have been reviewed.
- ☐ Complaint, correction, unsubscribe and deletion workflows have been tested.

Matters requiring qualified legal, privacy, tax, accounting or security review

Red flags and decision record

Keep verified facts, assumptions and unresolved conditions separate so risk does not disappear into prose.

ID	FINDING	EVIDENCE	IMPACT	OWNER	REQUIRED ACTION / CONDITION
R-01					
R-02					
R-03					
R-04					
R-05					
R-06					
R-07					
R-08					

DECISION: PROCEED / CONDITIONAL / STOP	DECISION OWNER
VALUATION OR PRICE ADJUSTMENT	CONDITIONS BEFORE CLOSING

Closing and first 90 days

Sequence continuity work before redesign, expansion or aggressive monetization.

TIMING	REQUIRED ACTION	OWNER	EVIDENCE OF COMPLETION
Before close	Account ownership, rights and material conditions complete		
Day 0-7	Secure access, backups, DNS, forms and monitoring		
Day 8-30	Document operations and reconcile tracking		
Day 31-60	Fix critical reliability, privacy and content gaps		
Day 61-90	Test prioritized product and conversion improvements		

Final acceptance gates

- ☐ Apex and www resolve over HTTPS; critical routes, sitemaps and true 404s verified.
- ☐ All conversion paths tested with recoverable records and notifications.
- ☐ Search Console, analytics and operating dashboards controlled by buyer accounts.
- ☐ Named owner and review cadence exist for every critical dependency.

Sources: Google Search Central - site moves, spam policies and people-first content guidance. Boost Commerce Research methodology.