

A person wearing a yellow shirt is seen from the side, typing on a dark laptop. The laptop is open and positioned on a light-colored desk. In the background, there is a blurred office environment with a yellow pen holder containing a pen. The overall scene is brightly lit, suggesting a modern, professional workspace.

15th November 2022

SEO Site Migrations (How not to mess it up)

ClickThrough
Digital. Accelerated.

Your team today



RORY TARPLEE
Head of SEO

- *Loves automating manual tasks*
- *Background in Technical SEO & SEO Strategy*



Joe Wheeler
SEO Specialist

- *Works on SEO Strategies and Technical SEO*
- *Passionate about making technical SEO more digestible.*

What we'll cover today

- Why it is crucial that SEO is considered early and often in your site migration planning
- A tried-and-tested method to use to successfully protect your backlinks, rankings, search visibility and traffic during your migration
- The key organic metrics and tools you will need to correctly assess the success of your site migration
- How to look beyond SEO – preserving your conversion rate and respecting user pathways.

Why is this important?

Put yourself in front of your customers!

The background of the image is a blurred photograph of a crowded outdoor event, possibly a festival or market. In the foreground, several people are walking away from the camera. To the right, there are colorful umbrellas in shades of purple, blue, and red. The overall scene is bright and lively, with a shallow depth of field that keeps the text sharp while the background is out of focus.

Don't let your website be stranded!







SEO and Migration Planning

- SEO needs to be considered from the start!
- Introducing SEO later on could create a need to revisit old tasks
- **Revisiting tasks duplicates work, taking up more time and costing more money!**



Reasons to migrate

Domain
name
change

Website
redesign

CMS change

CEO hates
the website





Planning

Web development specification document

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**SEO Specification Document
for Web Builds & Migrations**

Find Us
CLICKTHROUGH MARKETING LTD
CHARTER HOUSE, SANDFORD STREET, LICHFIELD, WS13 6QA
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Planning for success

Understand your current performance

Organic Sessions

Conversions /Revenue

Keyword Rankings

Top Performing Pages

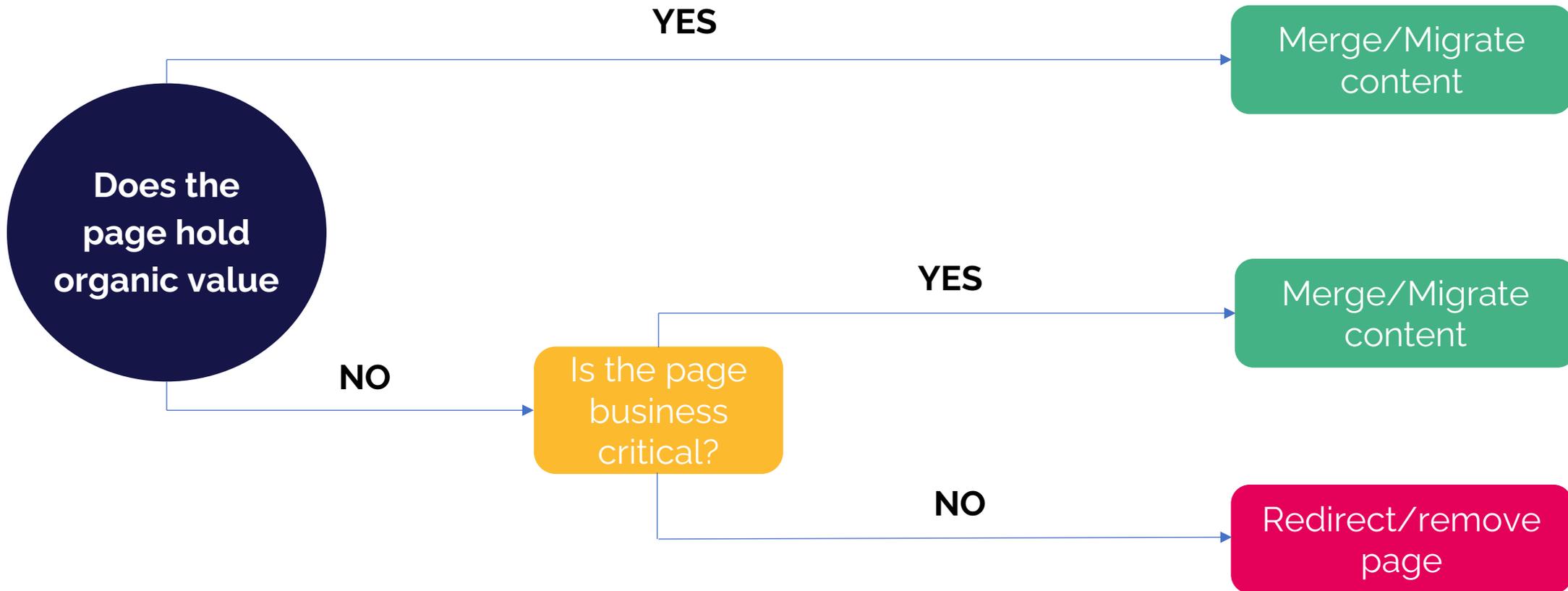
Competitor Performance

100,000 organic sessions per month on the new site!



This was 300,000 on the old site!

Do you need all of your pages?



Page prioritisation – metrics needed

Technical

Status Code

Internal Links In

Crawl Depth

Google Analytics

Page Views

Organic Sessions

Keywords & Backlinks

Ranking Occurrences

Page 1 Ranking
Occurrences

Backlinks

What issues are present on your current site?

- Are there internal linking issues to overcome?
- Is this a chance to optimise your metadata?
- Is URL formatting unclear?

Audit at this point to gain context!



Development

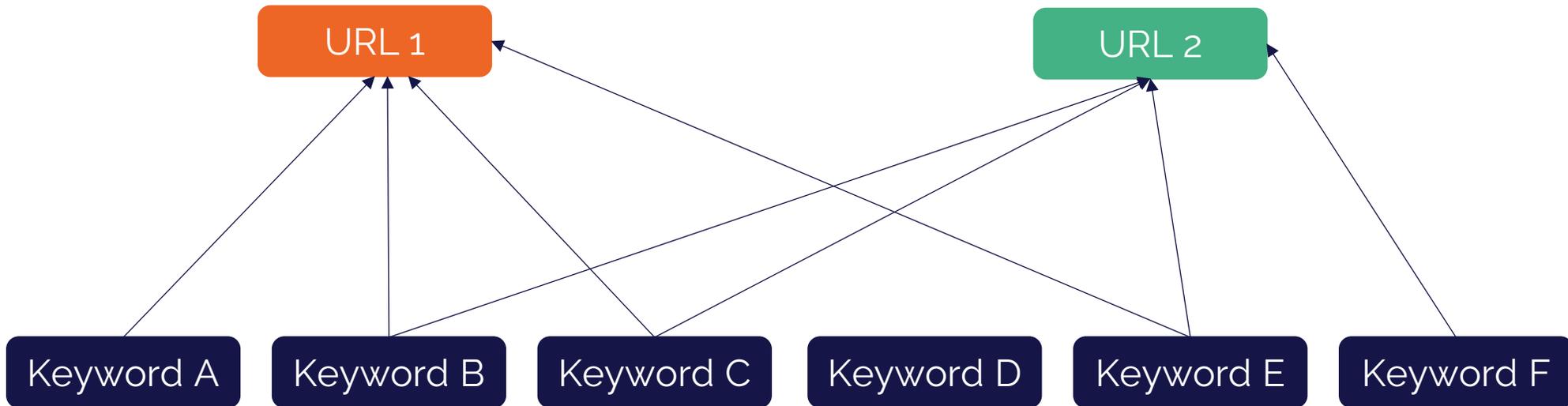
Map URLs correctly...

Ensure that you have mapped old URLs to new ones!



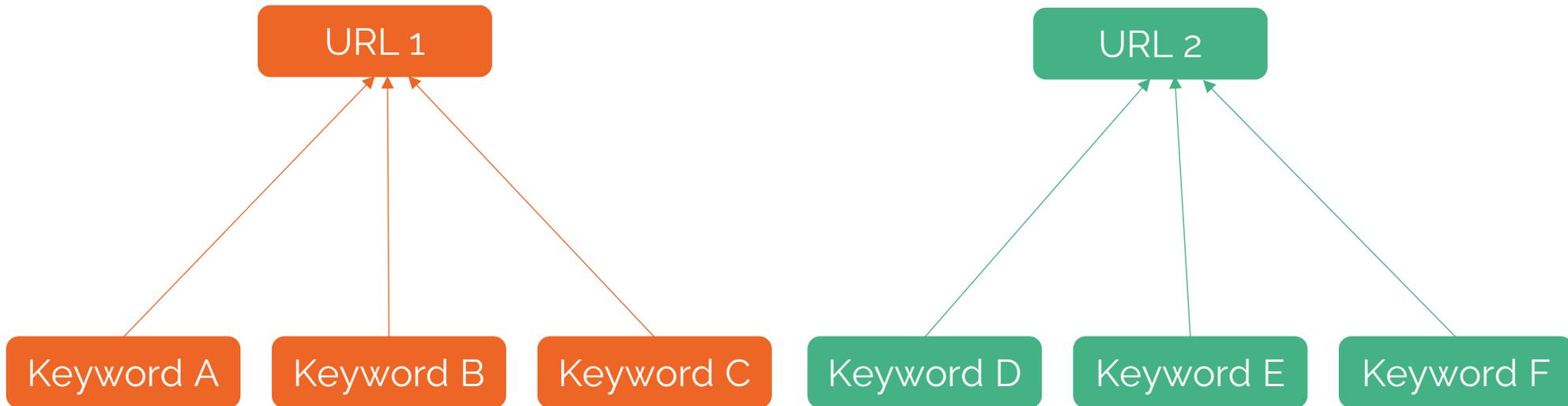
...and map your keywords too

What keywords are your new URLs targeting?



...and map your keywords too

What keywords are your new URLs targeting?



Re-examine your backlinks too

Spammy links can harm your new site ☹️

Gather all your
backlinks

Classify 'good'
links and 'bad'
links

Create a disavow
file for 'bad' links

Use 'good' links
for link migration

Global Migrations

The theory is the same, but you also need to consider:

Hreflang Tags

```
<link rel="alternate" href="https://example.com" hreflang="en-gb" />
```

```
<link rel="alternate" href="https://example.com/ie" hreflang="en-ie" />
```





Testing

Don't launch with issues!

Audit your staging site

Allow time for fixes
and re-checks

1 Broken Links

Broken Links are links that send visitors to a webpage that no longer exists. Broken links create a poor user experience and can direct search engine site crawlers to pages that do not exist. Your site should regularly be checked for broken links.



The following table shows the number of broken links detected on a crawl of your website.

No. of Broken Links	No. of html Pages	No. of URLs	No. of Broken Links to URLs
2	2668	6651	0.03%

When auditing the site, we found only 2 instances of broken links across the site these are in fact the same link are linked internally from two separate areas of the website.

The broken link:

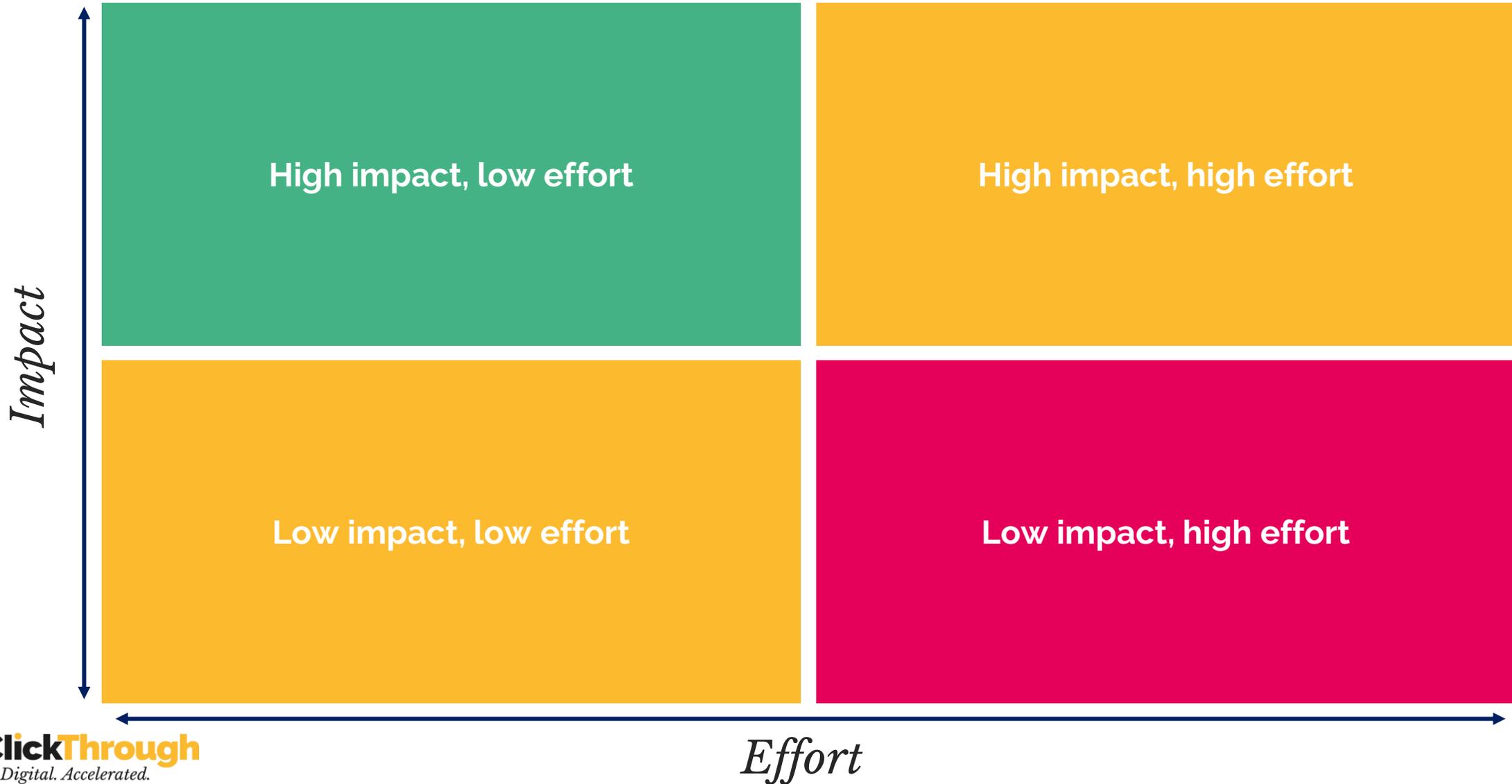
- [Redacted]

The two areas it is being linked from:

- [Redacted]
- [Redacted]

Looking into this deeper we can see that the broken link is located in the Frequently Asked Questions section of each of the URLs.

Prioritise the issues that will hold you back



Structured data

Search engine result pages are rarely just a list of text results...

Top stories

Search Engine Journal

8 SEO Problems Solved By This SEO Artificial Intelligence Tool

4 hours ago



Bleeping Computer

15,000 sites hacked for massive Google SEO poisoning campaign

1 day ago



Search Engine Land

Outgoing links: Are they beneficial for your site or not?

23 hours ago



Search Engine Roundtable

Google: Work On The Larger SEO Issues Before The One Off Issues

1 day ago



More news →

SEO means Search Engine Optimization and is the process used to **optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable, more relevant and popular towards user search queries**, and as a consequence, search engines rank them better.

[https://mailchimp.com > en-gb > marketing-glossary > seo](https://mailchimp.com/en-gb/marketing-glossary/seo)

What is SEO? Basics of Search Engine Optimization - Mailchimp

About featured snippets • Feedback

[https://neilpatel.com > what-is-seo](https://neilpatel.com/what-is-seo)

What is SEO? Your Complete Step-By-Step Guide - Neil Patel

SEO **stands for search engine optimization**. SEO is the process of taking steps to help a website or piece of content rank higher on Google. The key difference ...

How long does it take for SEO to work?



What is the most important factor in SEO marketing?



Structured data

```
<html>
  <head>
    <title>Title of a News Article</title>
    <script type="application/ld+json">
      {
        "@context": "https://schema.org",
        "@type": "NewsArticle",
        "headline": "Title of a News Article",
        "image": [
          "https://example.com/photos/1x1/photo.jpg",
          "https://example.com/photos/4x3/photo.jpg",
          "https://example.com/photos/16x9/photo.jpg"
        ],
        "datePublished": "2015-02-05T08:00:00+08:00",
        "dateModified": "2015-02-05T09:20:00+08:00",
        "author": [{
          "@type": "Person",
          "name": "Jane Doe",
          "url": "http://example.com/profile/janedoe123"
        }, {
          "@type": "Person",
          "name": "John Doe",
          "url": "http://example.com/profile/johndoe123"
        }]
      }
    </script>
  </head>
  <body>
  </body>
</html>
```

Article
Book 
Breadcrumb
Carousel
Course
COVID-19 announcements 
Dataset
Education Q&A
Employer Aggregate Rating
Estimated salary
Event
Fact Check
FAQ
Home Activities
How-to
Image metadata
Job Posting
Learning Video
Local Business

Logo
Math solver
Movie
Practice problem
Product
Q&A
Recipe
Review snippet
Sitelinks search box
Software App
Speakable 
Subscription and paywalled content
Video

Launch



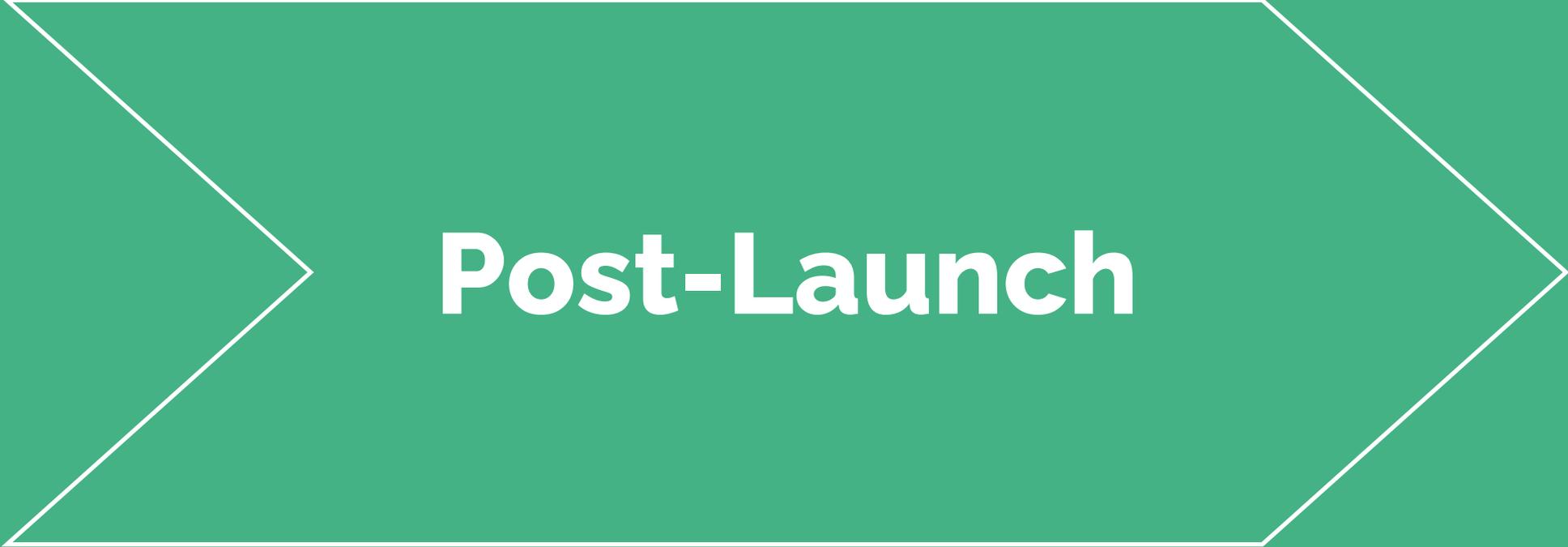
Launch day! 4 SEO actions

robots.txt check

301 redirect check

Google change of
address
notification

Submit your XML
sitemap to GSC



Post-Launch

Have you launched with issues?

Broken
links?

Links to
redirects?

YOU HAVE
NO META
DATA 🤖

Is your new
site slow?

Are you
missing any
pages?

XML sitemap audit

Your sitemap gives Google a clear understanding of the structure of your site and the pages you want to be crawled and indexed.



QUESTIONS
TO ASK

Are all of your important pages here?

Are all URLs 200 status code? (no redirects or 404s!)

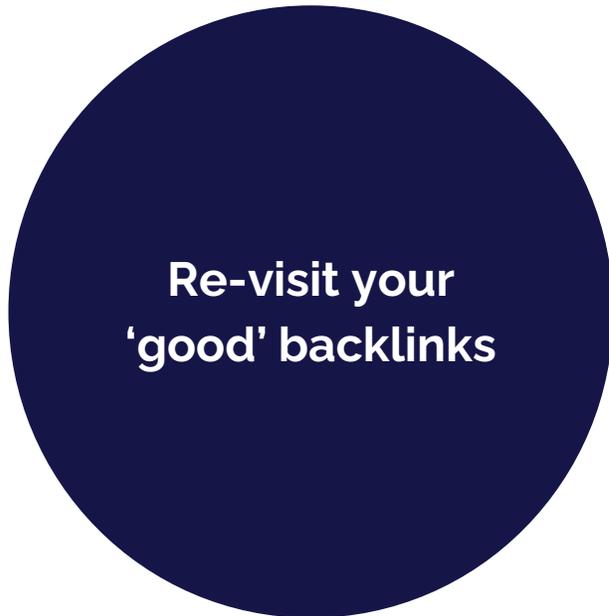
Are there any duplicates?

Has it been submitted to Google Search Console?

Reclaim your authority

Link from another site → Your old website ^{301 redirect} → Your new site = **85%** Strength

Link from another site → Your new site = **100%** Strength



**How do you know your
migration was a success?**

Monitor performance closely!

Upon launch, Google needs to learn about your new site by crawling it. New site indexation can take up to 3 months, but it's important to monitor immediately after launch.



Use your site performance benchmarking

Recap

- SEO needs to be considered from the start!
- Introducing SEO later on could create a need to revisit old tasks
- **Revisiting tasks duplicates work, taking up more time and costing more money!**



Thinking beyond SEO...



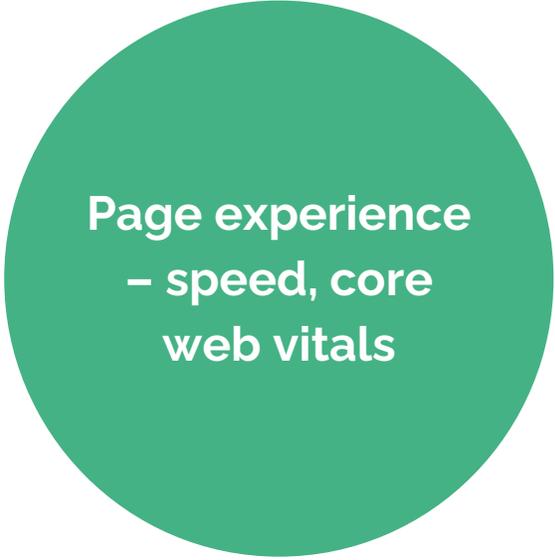
User experience & preserving your conversion rate



Preserve
Converting URLs

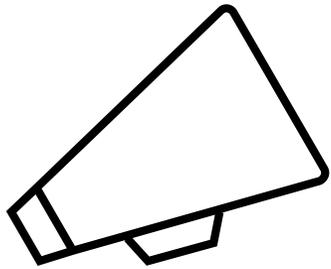


User testing
throughout the
design process



Page experience
– speed, core
web vitals

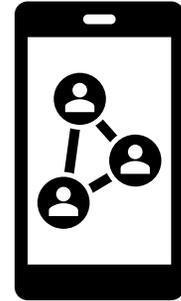
Let your customers know



*Shout about your fantastic
new website and any
launch offers!*

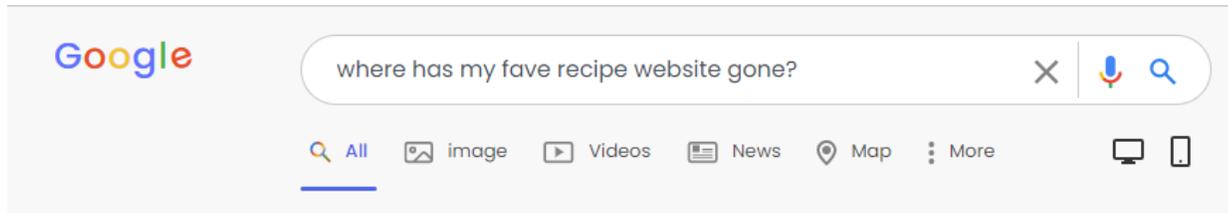


Send out to your email list



Share it on socials

Align with paid search for the best results

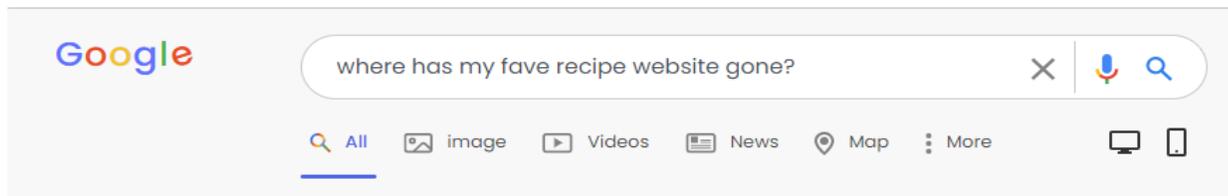


ournewwebsite.com

Phew! I'm ranking organically

★★★★★ Rating: 9,4/10 - 112 votes

This search term may not be the best use of our paid search budget because we are already ranking organically!



ournewwebsite.com

Ad · We aren't here organically, so here's an ad!

★★★★★ Rating: 9,4/10 - 112 votes

Utilising paid search budget to achieve maximum search coverage - easy!



Use both channels for maximum keyword coverage



Increase budget efficiency and waste less money!

What's next?

If you want to discuss how we can work with you to ensure organic performance doesn't suffer through your site migration or another aspect of your digital marketing, we're here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about SEO and CRO** if that is something that your business is interested in.

If you can't wait, you can reach Sonja at sstewart@clickthrough-marketing.com