Website Redesigns & Platform Migrations
How to Minimize the Loss of Organic Traffic, Leads, and Sales

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Who Am I?

- Moved and/or combined over 850+ websites
- LinkedIn expert
- Masters in Business (MBA) with an associate degree in computer Science
- Certified Technical Trainer
- Cincinnati American Marketing Assn – VP of Community Engagement
AMA Cincinnati Chapter

- Manage 5 Communities for the AMA (SIGS)
  - Digital Marketing
  - B2B
  - Sales & Marketing
  - Market Research
  - Job Transition

Go to AMA Cincinnati.org to learn about events
Reasons to Redesign Your Website

- Increase leads
- Increase sales
- Rebrand
- Mergers & acquisitions
- Dated technology
Value vs Risk – Loss of Traffic

Sessions

1,000

500

February 2015
March 2015
April 2015

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## Value vs Risk – Loss of Sales

<table>
<thead>
<tr>
<th></th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014*</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2015**</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014/2015</td>
<td>-29.8%</td>
<td>-39.7%</td>
<td>-68.2%</td>
<td>-33.6%</td>
<td>-35.1%</td>
<td>-18.4%</td>
<td>-18.8%</td>
<td>15.6%</td>
<td>26.6%</td>
</tr>
</tbody>
</table>
Why Do Redesigns Fail?

1. Pre-Audit
2. Project
3. Post Audit

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1. Pre-Audit

Audit your website, then protect your assets.
Redesign Pitfalls

- Failing to take an Inventory of your website assets
  - Content
  - Inbound Links
  - Keyword Ranking
  - Conversion Tools
Redesign Pitfalls

- NOT backing your assets offline
- Losing the value of inbound links
- Losing keyword rankings
- Changing good conversion tools
# Content Audit Document

For extensive info on content auditing go to https://moz.com/blog/content-audit

<table>
<thead>
<tr>
<th>URL</th>
<th>Title</th>
<th>Action</th>
<th>Details</th>
<th>Page Type</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.domain.com/blue-widgets">http://www.domain.com/blue-widgets</a></td>
<td>Buy Blue Widgets</td>
<td>Keep As-Is</td>
<td>Rewrite the content on this page to be more useful. Include the unique value proposition and make the next desired action/step/conversion more apparent. Add header tags or strong tags to call out certain sections using recommended keywords if appropriate.</td>
<td>Blog Home</td>
</tr>
<tr>
<td><a href="http://www.domain.com/red-widgets">http://www.domain.com/red-widgets</a></td>
<td>Beat Red Widgets</td>
<td>Improve</td>
<td>Consider adding a comparison chart for this page. Add header tags or strong tags to call out certain sections using recommended keywords if appropriate. Improve On-Page Optimization.</td>
<td>Topical Landing Page</td>
</tr>
<tr>
<td><a href="http://www.domain.com/green-widgets">http://www.domain.com/green-widgets</a></td>
<td>How to Make Green Widgets</td>
<td>Improve</td>
<td>Include a DIY video on this page. Add header tags or strong tags to call out certain sections using recommended keywords if appropriate. Improve On-Page Optimization. Build-out the content more with useful tips, as it is currently thin.</td>
<td>Product/Service</td>
</tr>
<tr>
<td><a href="http://www.domain.com/green-widgets-1989">http://www.domain.com/green-widgets-1989</a></td>
<td>Our 1998 Family Trip to Oregon</td>
<td>Remove</td>
<td>This URL has no external links, no organic search traffic, zero conversions and allowing it to be indexed serves no strategic purpose. We have checked to verify, and the Google Analytics script IS on the page. Apply a Robots Moto Noindex tag if the content is needed for other reasons. If the content is no longer needed, simply delete it and allow the URL to return a 404 or 410 status code. Request a “Crawl and Render” or in some other way entice Google to attempt to recrawl the URL so the error code is seen quickly.</td>
<td>Unknown (outside of template)</td>
</tr>
</tbody>
</table>
Inbound Links – Existing URLs
## Keyword Ranking

<table>
<thead>
<tr>
<th>URL</th>
<th>Keyword</th>
<th>Pos.</th>
<th>Page</th>
<th>Old Pos.</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>industrial flooring</td>
<td>8</td>
<td>1</td>
<td>10</td>
<td>+2 <strong>↑</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>same</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>same</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>same</td>
</tr>
<tr>
<td></td>
<td>floors industrial</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>same</td>
</tr>
<tr>
<td></td>
<td>urethane industrial flooring</td>
<td>5</td>
<td>1</td>
<td>5</td>
<td>same</td>
</tr>
</tbody>
</table>
Conversion Tools

- Sessions: 3,570
- Users: 2,994
- Pageviews: 10,981
- Pages / Session: 3.08
- Avg. Session Duration: 00:01:39
- Bounce Rate: 46.64%
- % New Sessions: 82.16%

Pie chart showing 82.2% New Visitor and 17.8% Returning Visitor.
What Happens If You Do Not Audit First

- Drop in traffic
- Drop in leads
- Wasted time, effort and money
2. Build a New Website

Great downloadable worksheets to help plan at https://www.hubspot.com/how-to/website-redesign
3. Post Audit

- Confirm scripts for conversion tools have been added
- Change the links used in your PPC campaigns immediately
- Confirm there is a sitemap.xml
- Confirm that the new sitemap.xml has been submitted to search engines
- Check for broken indexed links
3. Post Audit

- Check interactive elements and forms across all major browsers
- Check old and new bounce rates
- Double check lead flow process
- Run a search engine spider simulator
- Ranking reports are not valid until the bots do a deep crawl
Tools

- Content tools
  - Google Analytics
  - Social Sprout
  - Hubspot
  - Many more
Tools

- Inbound links
  - Google Webmaster tools
  - Open Site Explorer
  - Moz
  - Majestic SEO
  - Ahrefs.com
Tools

Keyword Ranking Tools
- SEMRush.com
- SpyFu.com
- ahrefs.com
- https://www.searchenginegenie.com/google-rank-checker.html
- https://serps.com/tools/rank-checker/
Tools

- Conversion Tools
  - Google Analytics
  - Marketo
  - Hot Jar
  - Google Adwords
  - Facebook
  - SalesForce