

# 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

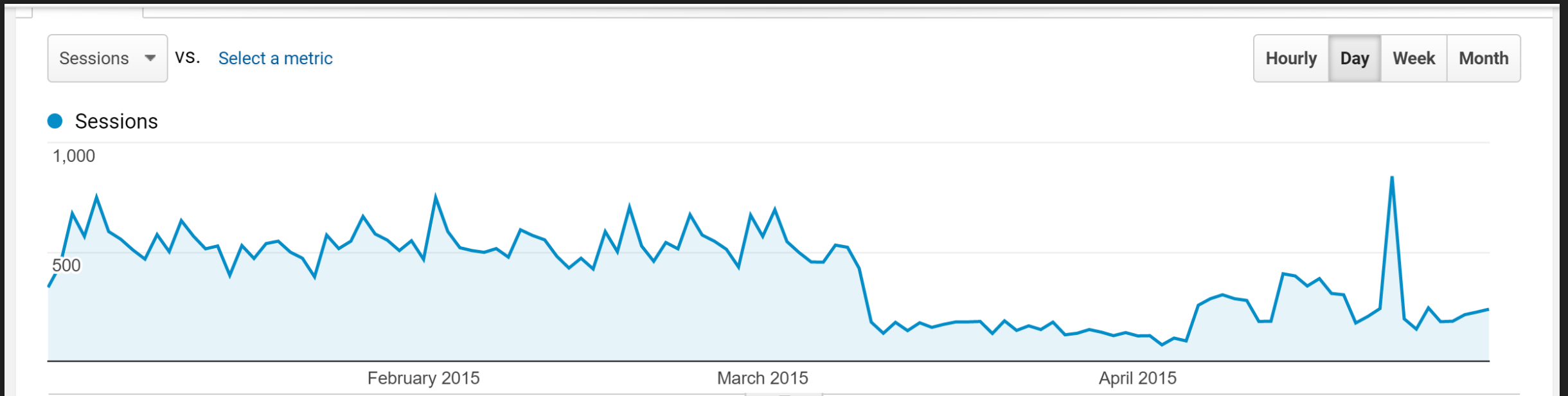
- Manage 5 Communities for the AMA (SIGS)
  - ❖ Digital Marketing
  - ❖ B2B
  - ❖ Sales & Marketing
  - ❖ Market Research
  - ❖ Job Transition

Go to [AMACincinnati.org](http://AMACincinnati.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



# Value vs Risk – Loss of Sales

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2014*	[REDACTED]								
2015**	[REDACTED]								
2014/2015	-29.8%	-39.7%	-68.2%	-33.6%	-35.1%	-18.4%	-18.8%	15.6%	26.6%

# Why Do Redesigns Fail?

1. Pre-Audit

2. Project

3. Post Audit

# 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

	A	B	C	D	E
1	URL	Title	Action	Details	Page Type
2	http://www.domain.com/blue-widgets	Buy Blue Widgets	Keep As-Is	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.	Blog Home
3	http://www.domain.com/red-widgets	Best Red Widgets	Improve	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.	Topical Landing Page
4	http://www.domain.com/green-widgets	How to Make Green Widgets	Improve	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.	Product/Service
5	http://www.domain.com/green-widgets-1989	Our 1998 Family Trip to Oregon	Remove	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 Meta 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.	Unknown (outside of template)
6					

# Inbound Links – Existing URLs

All Web Site Data

Search reports and help

ACQUISITION

BEHAVIOR

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

ADMIN

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	9,959 % of Total: 100.00% (9,959)	6,563 % of Total: 100.00% (6,563)	00:01:08 Avg for View: 00:01:08 (0.00%)	3,553 % of Total: 100.00% (3,553)	43.65% Avg for View: 43.65% (0.00%)	35.68% Avg for View: 35.68% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. [REDACTED]	1,786 (17.93%)	1,388 (21.15%)	00:01:13	1,310 (36.87%)	46.49%	43.45%	\$0.00 (0.00%)
2. /index.html	605 (6.07%)	527 (8.03%)	00:00:45	519 (14.61%)	57.80%	56.69%	\$0.00 (0.00%)
3. /signin.html	536 (5.38%)	501 (7.63%)	00:04:08	144 (4.05%)	86.81%	88.25%	\$0.00 (0.00%)
4. /about.html	318 (3.19%)	210 (3.20%)	00:01:01	37 (1.04%)	70.27%	19.18%	\$0.00 (0.00%)
5. [REDACTED]	307 (3.08%)	124 (1.89%)	00:00:51	122 (3.43%)	0.00%	23.78%	\$0.00 (0.00%)
6. /openpositions.html	268 (2.69%)	204 (3.11%)	00:00:35	30 (0.84%)	30.00%	21.27%	\$0.00 (0.00%)
7. /results.html	259 (2.60%)	152 (2.32%)	00:00:49	20 (0.56%)	90.00%	15.83%	\$0.00 (0.00%)
8. /portal.html	221 (2.22%)	142 (2.16%)	00:01:04	22 (0.62%)	31.82%	13.12%	\$0.00 (0.00%)
9. /team.html	209 (2.10%)	157 (2.39%)	00:01:36	19 (0.53%)	94.74%	24.88%	\$0.00 (0.00%)
10. /approach.html	206 (2.07%)	97 (1.48%)	00:01:03	14 (0.39%)	35.71%	12.62%	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 10 of 638

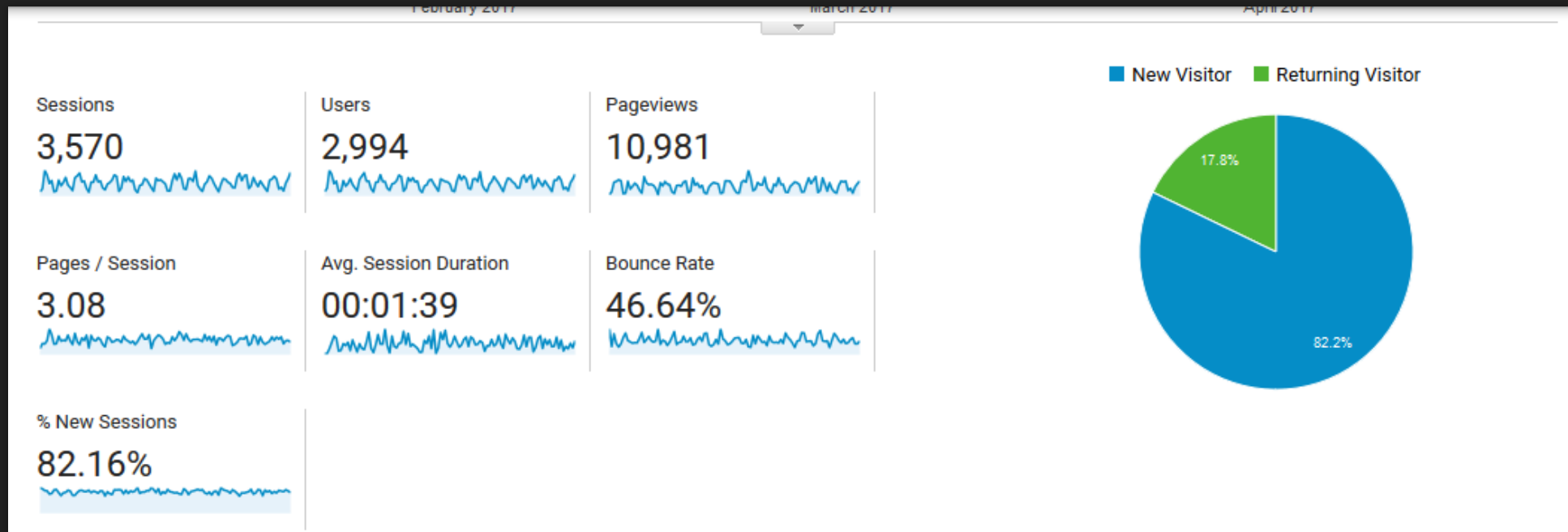
# Keyword Ranking



The image shows a screenshot of a Google search results table. The table has six columns: URL, Keyword, Pos., Page, Old Pos., and Change. The first row shows 'industrial flooring' at position 8 on page 1, up from position 10. The second row is partially obscured by a green box. The third row shows a keyword at position 1 on page 1. The fourth row shows 'floors industrial' at position 2 on page 1. The fifth row shows 'urethane industrial flooring' at position 5 on page 1.

URL	Keyword	Pos.	Page	Old Pos.	Change
	industrial flooring	8	1	10	+2
		2	1	2	same
		1	1	1	same
		1	1	1	same
	floors industrial	2	1	2	same
	urethane industrial flooring	5	1	5	same

# Conversion Tools

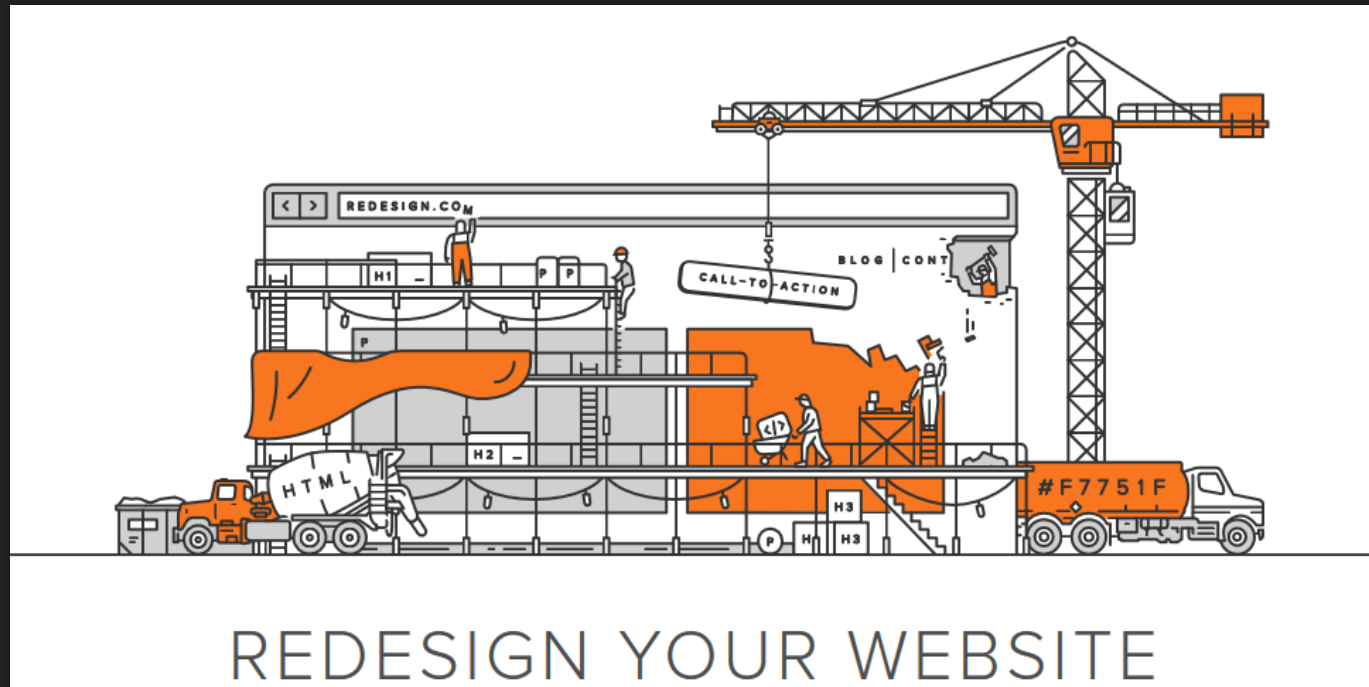


# What Happens If You Do Not Audit First

- 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/>

- <https://www.seocentro.com/tools/search-engines/keyword-position.html>

# Tools

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

**Thank You!**

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