

How to make sure you don't lose your SEO equity when re-designing a website

Prepared By: Ugo Smith

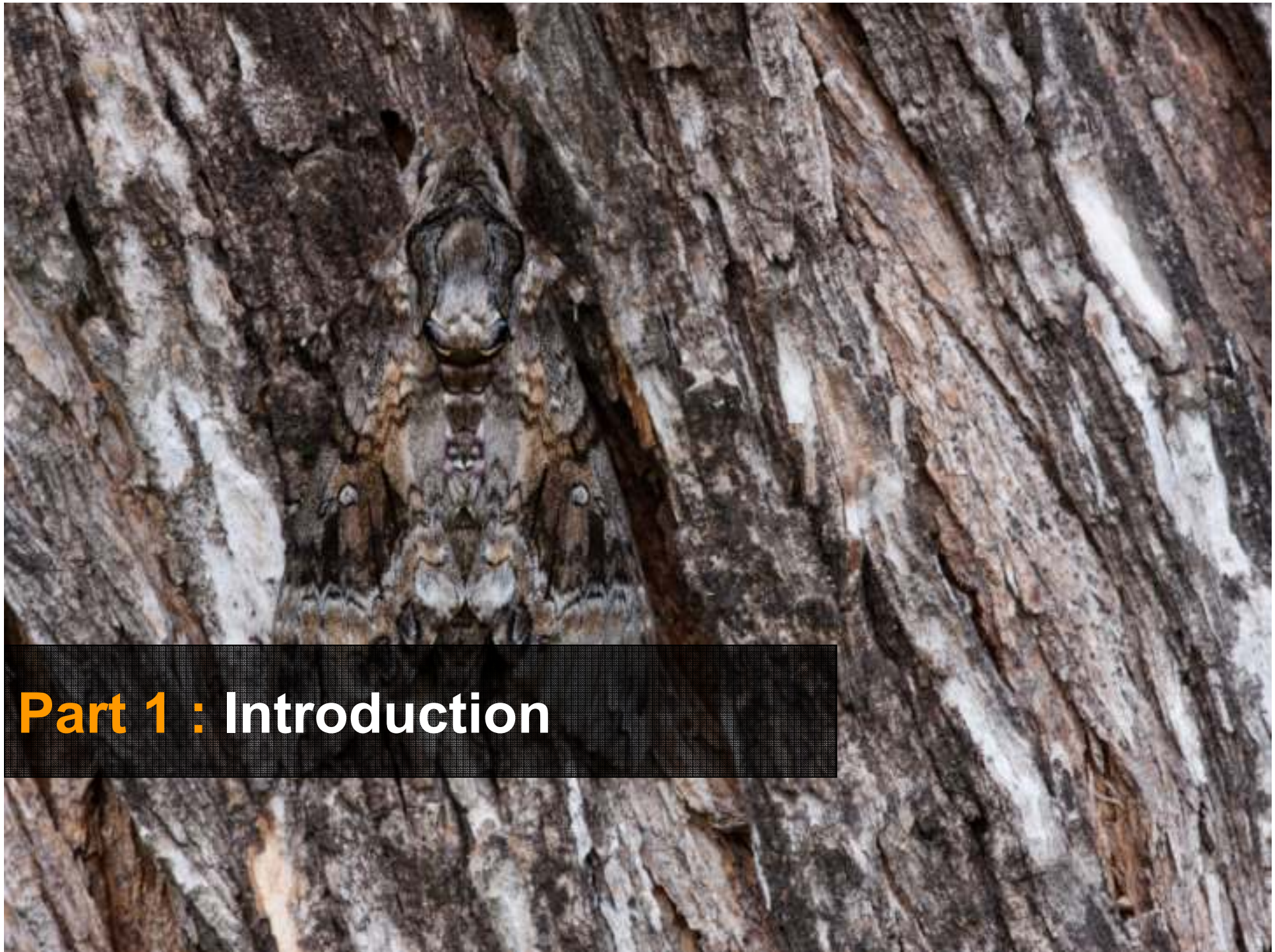
Date: 21st September



In the next 20 minutes...

Introduction
SEO Recap
SEO Migrations
Useful Tips
Q+A's





Part 1 : Introduction

Meet us



Ugo Smith

Head of Strategy at Mediarun



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Twitter: [@ugosmith](https://twitter.com/ugosmith)

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Multi- Channel Solutions

Mediarun has been established since 2005 our core competencies are

Search ENGINE Optimisation

Pay PER Click

Social Media Marketing

SEO Migrations

Brand Reputation Management

Making it interactive for us

mediarun
finding customers online

iml

Global leaders in interactive event technology

Award winning interactive devices.

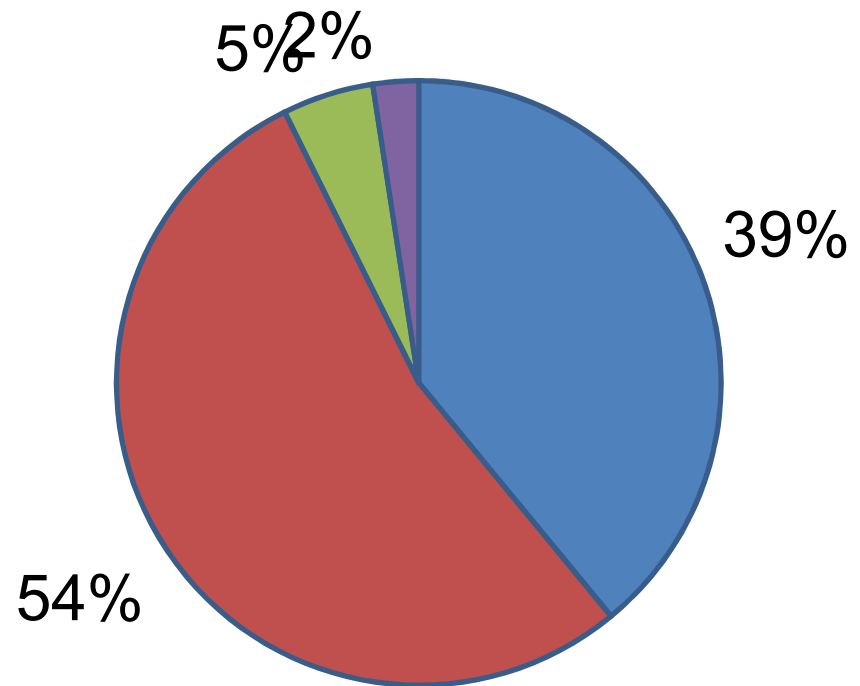
Wide range of interactive meeting software applications.



Who here has a website?

[Vote Now](#)

- You have one website
- More than one
- You dont know what a website is
- Dont have one



A blurred background image of a field with a small bird in the foreground. The bird is positioned in the lower right quadrant of the frame, facing left. The field consists of dry, brownish grass and some darker, possibly charred or wet, patches. The overall lighting is somewhat dim, suggesting an overcast day or a shaded area. A semi-transparent black banner with a fine grid pattern is overlaid on the left side of the image, containing the text.

Part 2: A Quick SEO Recap

Your Google search results today



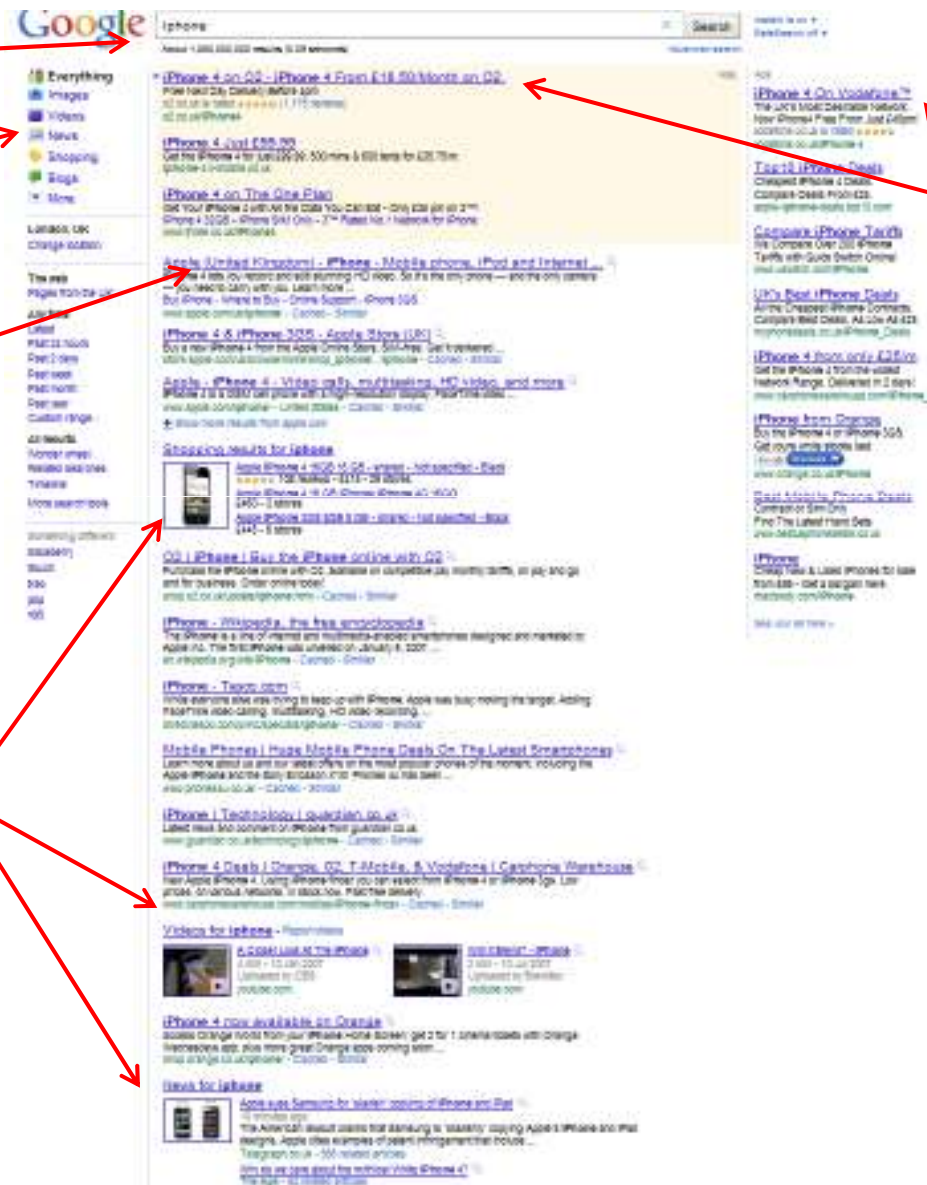
Search Bar

Filters

Organic Results

Paid Results

“Universal search”
Shopping, Video,
News



Why is SEO important?

Organic vs. Paid Search

shoes

~20% of Clicks

Shoes | very.co.uk
www.very.co.uk/Shoes
A Massive Choice of Footwear At Super Low Prices! Free Returns.

ASOS Women Shoes - This season's essential collection | asos.com
www.asos.com/WomenShoes
asos.com is rated ★★★★★ 547 reviews
Shop womens' shoes online at ASOS.

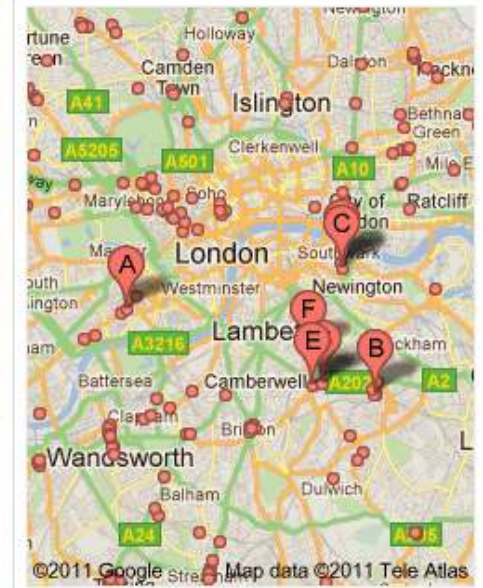
Shoes at Javari.co.uk - Free One-Day Delivery on Shoes
www.javari.co.uk
Free Returns. 100% Price Guarantee

~80% of Clicks

Office Shoes
www.office.co.uk/ - Ca
His, hers, sports and
Hers - Sale - Mens Shoes at Office - Vans

Shoes, Footwear and Boots from Barratts Shoes
www.barratts.co.uk/ - Cached
Buy Shoes and Boots at Barratts online shoe shop. We have the latest Womens Shoes and Mens Shoes in a huge range of styles. You can find the latest ...

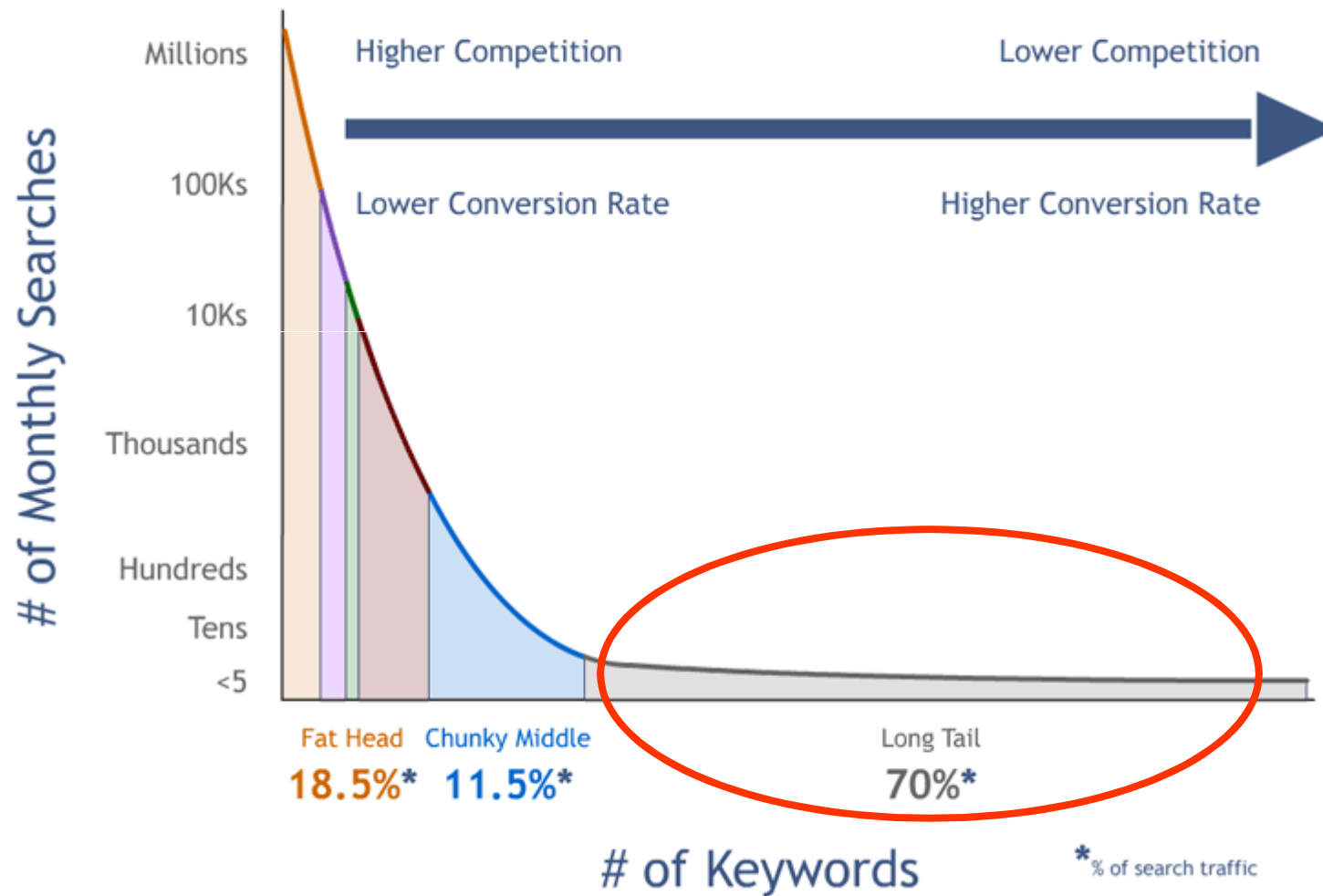
Schuh - Buy Shoes at the UKs biggest online shoe shop - Free ...
www.schuh.co.uk/ - Cached



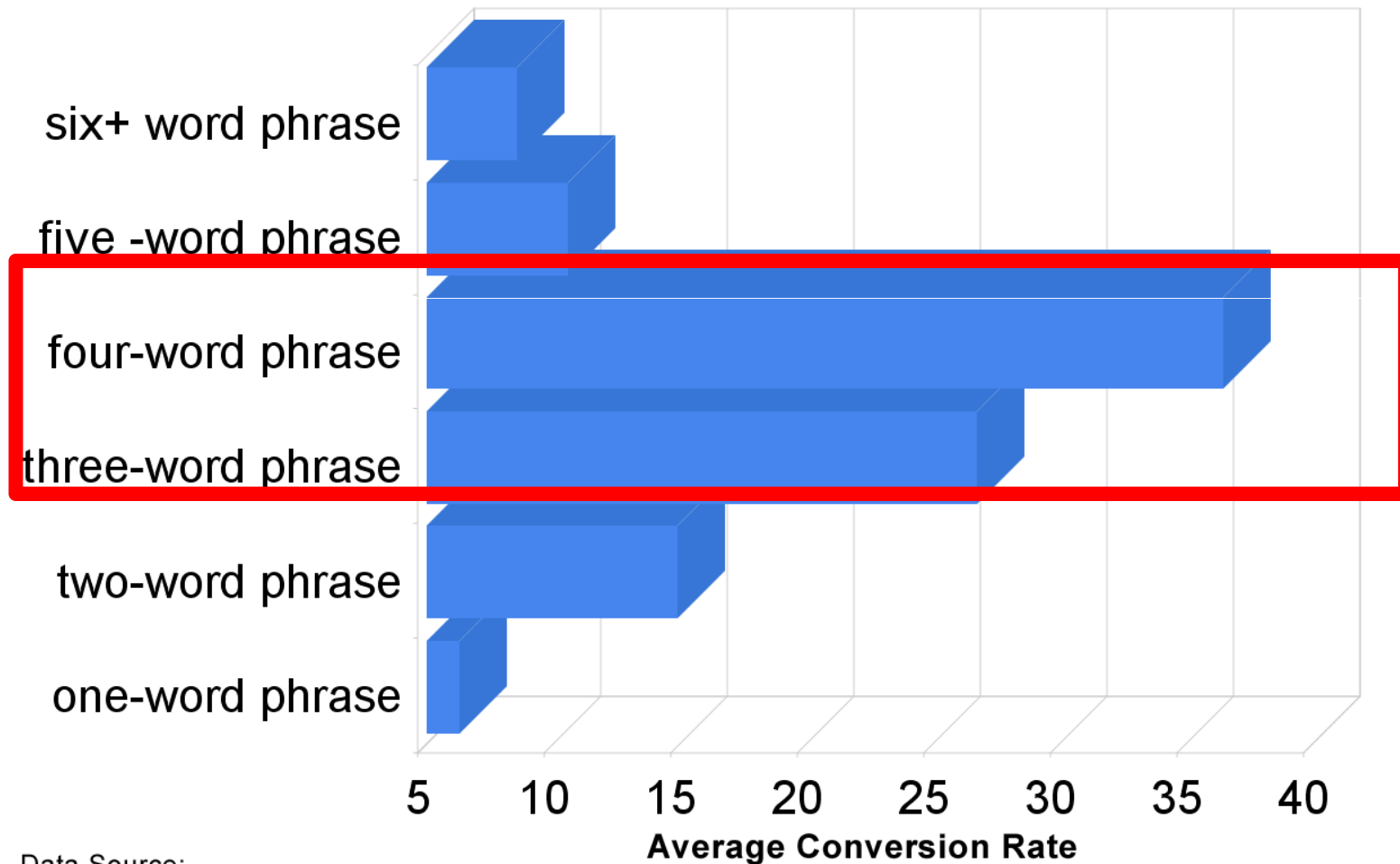
Up to 70% off Shoes
www.groupon.co.uk/Shoes
Amazing Deals on Shoes.
Start Saving with Groupon. Now!

Search Trends

The Search Demand Curve



Conversion Rate by KW Phrase Length



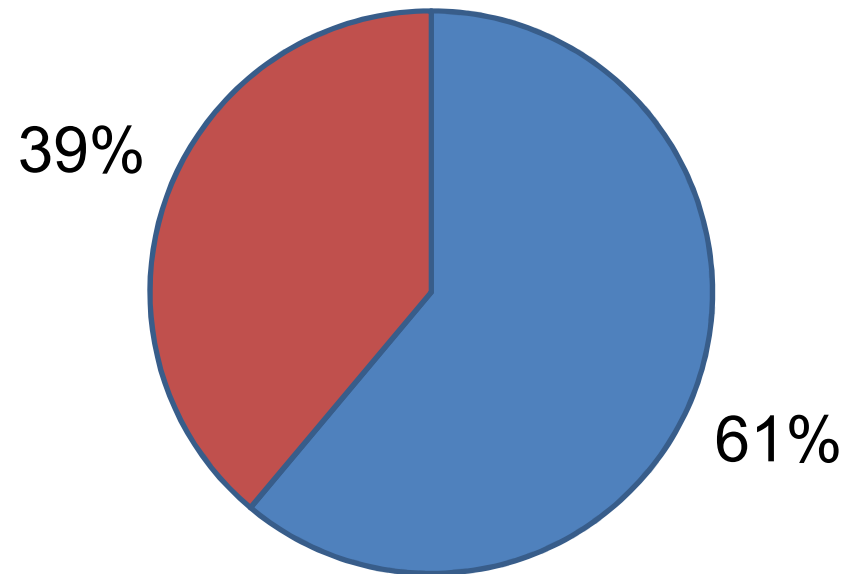
A close-up photograph of a vibrant green tree frog perched inside a tightly curled, spiral-shaped leaf. The frog's body is perfectly camouflaged with the surrounding greenery. The leaf's veins are clearly visible, creating a complex, organic pattern. The background is a soft-focus green, suggesting a natural, forest-like environment.

Part 3: SEO Migrations

Do you know what a website migration is?

[Vote Now](#)

- Yes
- No



What is an Website migration?

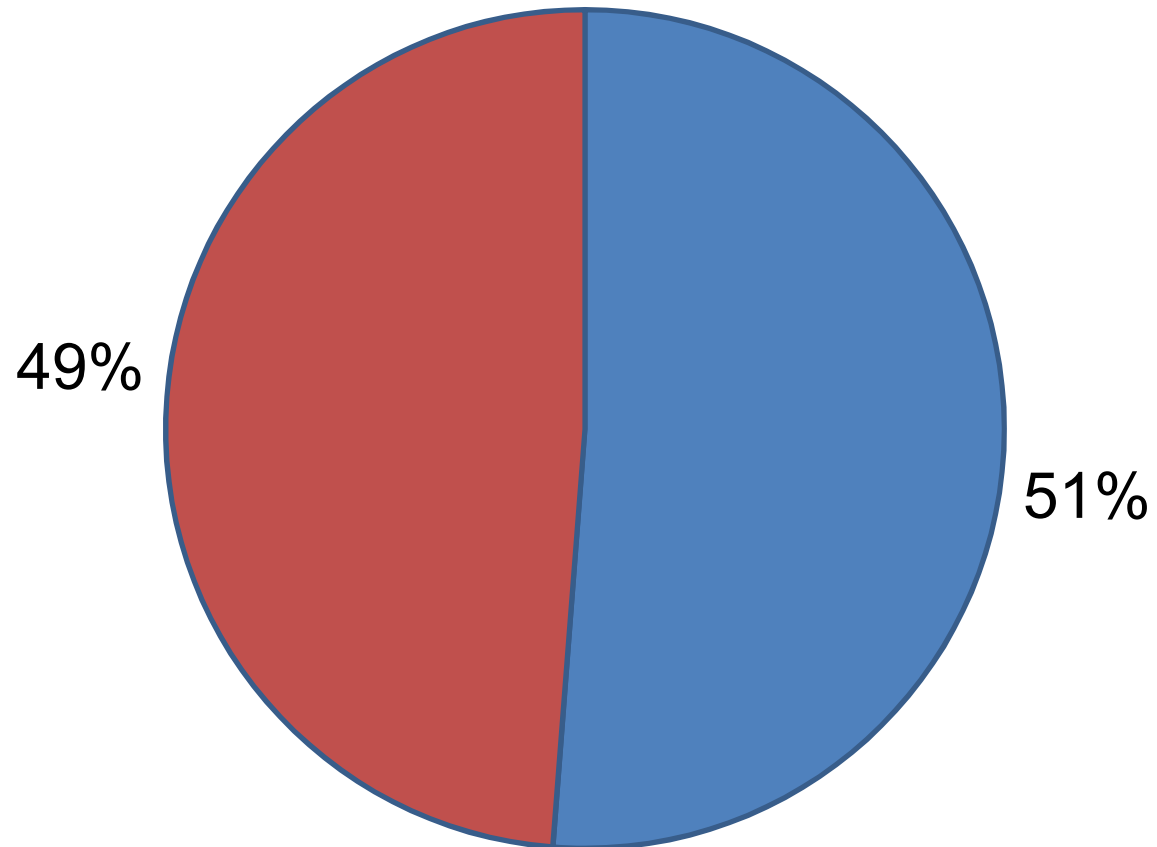


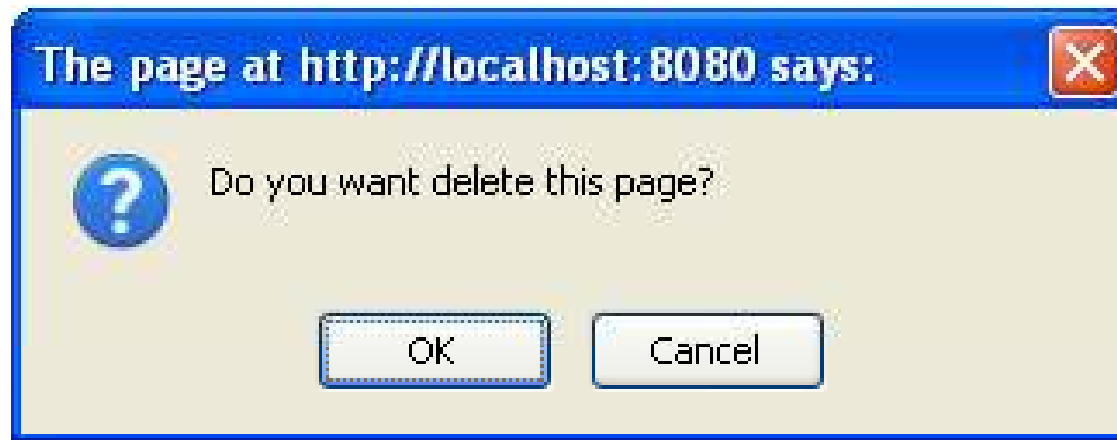
A Migration involves the process of **moving information** stored on a web page/s **to a new website or location.**

Do you ever delete pages from your site?

[Vote Now](#)

- Yes
- No





Basic Scenarios:
Content revisions

How often do you redesign your website

[Vote Now](#)

1. Every Year



2. 1-2 Years



3. 2-4 Years



4. Never! I like to keep a 90's look on it



Typical changes which affect rankings

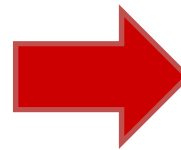
Order Online or At: 1-888-566-2948

**IT'S EASY!
BUILD YOUR OWN WEB SITE TODAY!**

WebSite Complete - Deluxe Edition
Build your own web site -- with 6 months free web hosting, customizable templates, online shopping cart, online credit card processing, virtual tour links, event calendar and more!
\$89.95

WebSite Complete - Standard Edition
Computer novice or natural? You can have a professional website with WebSite Complete!
\$9.95

Which Version Is Right For You?	WebSite Complete 2.5 Deluxe Edition	WebSite Complete 2.5 Standard Edition
Price	\$89.95	\$9.95
Key Features:	Tell Me More BUY NOW	Tell Me More BUY NOW
Programming Skills Required	No	No
Web Site Hosting	Yes	Yes
Web Statistics	Yes**	Yes
Templates	480+	400+
Images	3300+	3000+
Special Add-ons	Yes	Yes
Flash Animations	Yes	Yes (limited)
Virtual Tour & Map Links	Yes	No
Image Lab, Spell Check, Performance Check	Yes	Yes



GoDaddy.com
Domains, websites & everything in between

Domain Search Bulk Search

New .COMs \$11.99* per year

Domains for just \$1.99* .COM Transfers \$7.49* Save on 6+ Domains Plus FREE Privacy \$14.99 Domains Include FREE InstantPage

Already own a domain? [Add hosting, email and more!](#)

WEBSITES \$5 AND LESS THAN \$5





DOMAIN DEALS
US \$3.99 - Save 60%
NET \$8.99 - Save 33%
ORG \$9.99 - Save 33%

WEB HOSTING YOU CAN TRUST
Our secure, reliable 4th generation Web hosting plans feature unlimited bandwidth, free software and expert 24/7 support. As low as \$3.99/mo.

Intermediate Scenarios:
Design upgrades

Have you ever done any of these

[Vote Now](#)

1. Change your domain
 26%
2. Change platform (i.e. move to Wordpress)
 31%
3. Change URL extensions
 40%
4. I have no idea what you are on about
 3%



Advanced Scenarios:
Domain name changes

What happens when things go wrong

Search Engine:

google

14 Dec 2008 - 3 Feb 2009





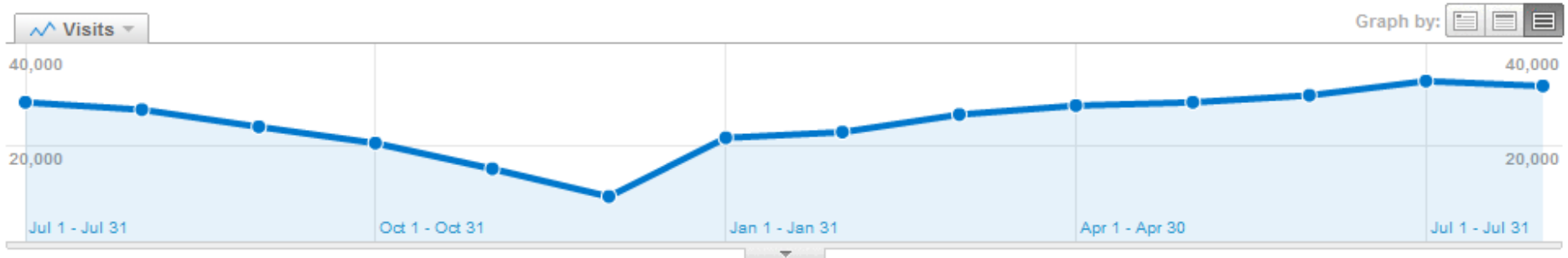
**How to make
sure things
don't go wrong?**

Analyse:

Your Search Engine Traffic

Search Engines

Jul 1, 2010 - Aug 31, 2011



Search sent 351,452 total visits via 17 sources

Show: non-paid | total | paid

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Views:

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
351,452 % of Site Total: 77.83%	5.07 Site Avg: 4.95 (2.46%)	00:03:51 Site Avg: 00:03:50 (0.57%)	69.16% Site Avg: 68.64% (0.77%)	26.94% Site Avg: 27.25% (-1.16%)		
Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. google		308,106				27.86%
2. yahoo		13,254				18.61%
3. bing		12,889	5.58	00:04:06	71.78%	20.63%
4. search		7,437	5.38	00:04:03	72.88%	20.51%

Important Traffic

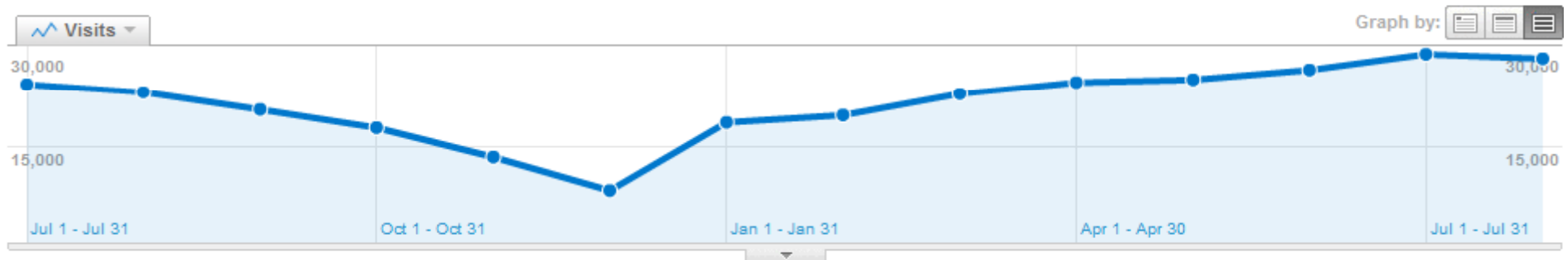
Analyse:

Your Keywords sending more than 1 visit / by Search engine

Keywords

Jul 1, 2010 - Aug 31, 2011

This graph represents the trend based on filtered dimensions but not on filtered metrics.



Search sent 308,106 total visits via 48,003 keywords + sources

Filtered for sources containing "google"

Show: non-paid | total | paid

Understand these

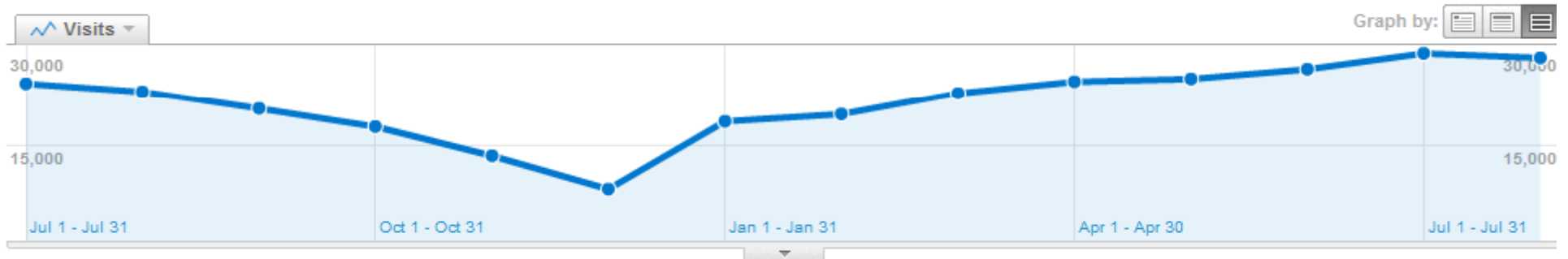
Analyse:

Analyse Your Landing pages

Search Engines

Jul 1, 2010 - Aug 31, 2011

This graph represents the trend based on filtered dimensions but not on filtered metrics.



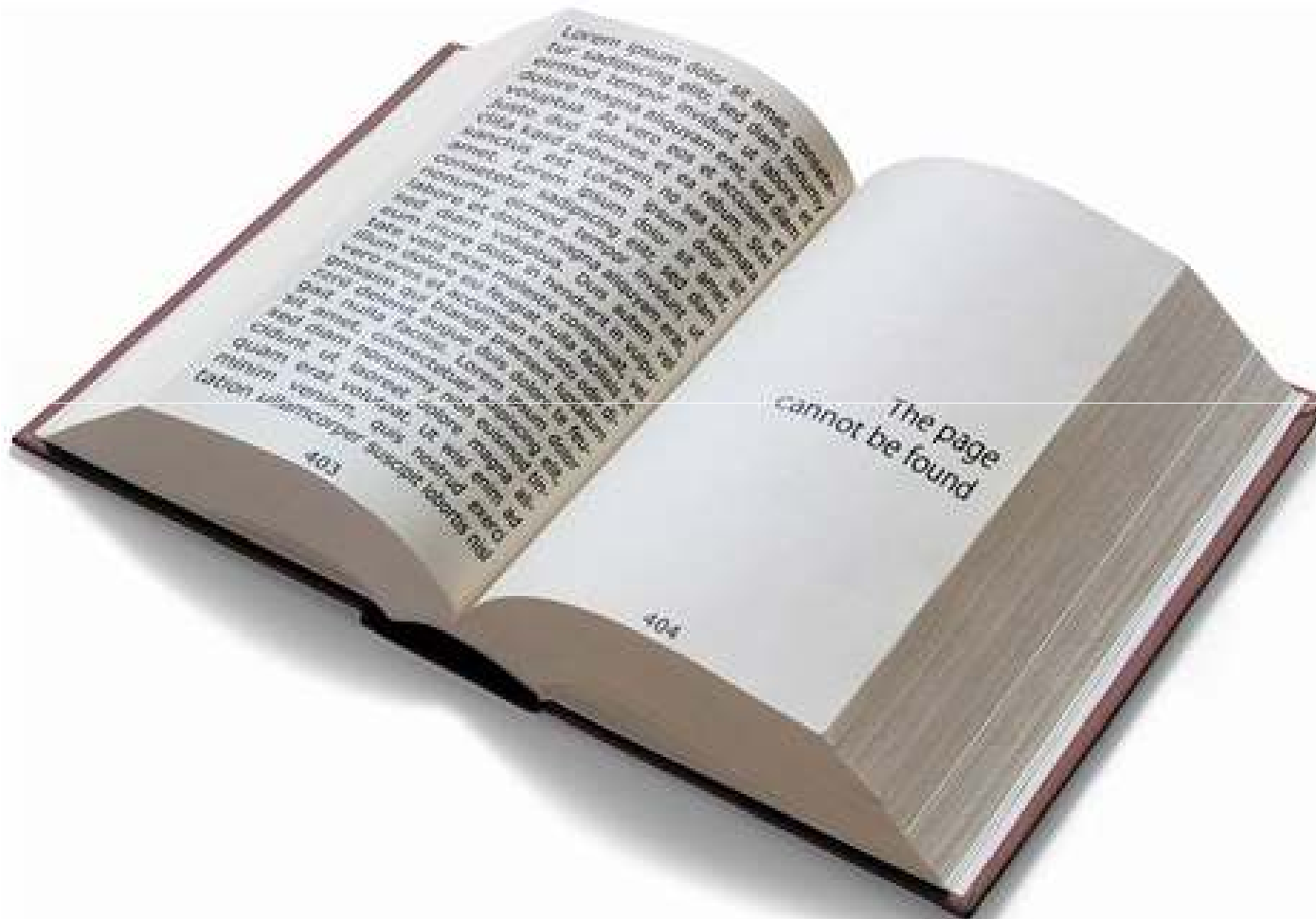
Search sent 308,106 total visits via 2,244 sources + landing pages

Filtered for sources containing "google"

This shows how many pages are indexed



What to look out for – Missing 301's



What to look out for – Finger pointing



What to do– Monitor!

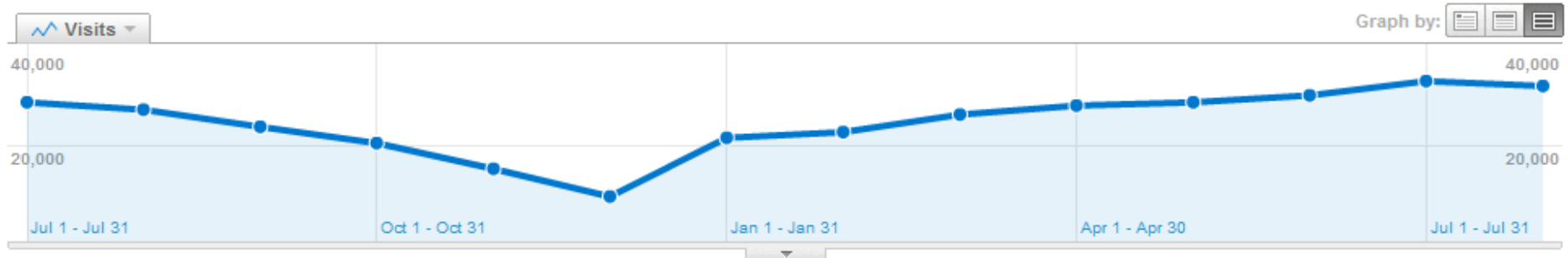


What to monitor –Traffic sources

Your Search Engine Traffic

Search Engines

Jul 1, 2010 - Aug 31, 2011



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Show: non-paid | total | paid

Site Usage Goal Set 1 Goal Set 2 Goal Set 3 Views:

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Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
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4. search		7,437	5.38	00:04:03	72.88%	20.51%

Important Traffic

What to monitor – Total keywords

Your Keywords sending more than 1 visit / by Search engine

Keywords

Jul 1, 2010 - Aug 31, 2011

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Understand these

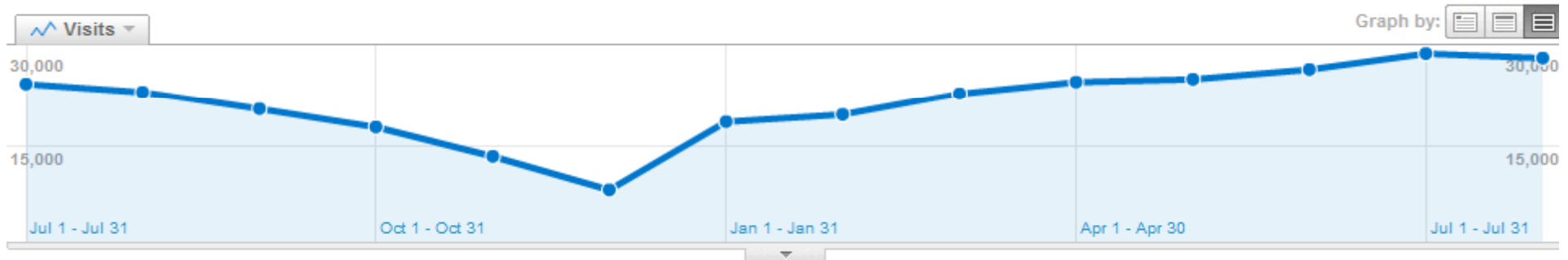
What to monitor – # of Landing pages

Analyse Your Landing pages

Search Engines

Jul 1, 2010 - Aug 31, 2011

This graph represents the trend based on filtered dimensions but not on filtered metrics.



Search sent 308,106 total visits via 2,244 sources + landing pages

Filtered for sources containing "google"

This shows how many pages are being indexed

Part 4: Useful Tips



Useful Tips or tools...



Get data on up to 1,000 links and unlimited use for free > Sign Up

Email Password

OPEN SITE EXPLORER

Link Popularity Checker - Backlink Analysis Tool

Enter any URL below to see up to 10,000 links in minutes. Free

http://

[Add a URL to Compare](#)

Open Site Explorer is Powered by SEOmatics Linkology Web Index.

Linkology's Index: 2.4 Trillion Links, 1.5 Trillion URLs, 80 Million Root Domains

Created in the Past 48 Days: 700 Million Links, 25 Billion URLs, 85 Million Root Domains

LAST INDEX UPDATE: 04/11/2010 NEXT INDEX UPDATE: 04/11/2010

[Learn More About Open Site Explorer's Capabilities](#)

Get the Most Complete Link Data Available.

	Open	Free	Pro
Days/Weeks	1	Unlimited	Unlimited
Number of Links	10,000	10,000,000	10,000,000
API Access	No	Yes	Yes

[Learn More](#)

Google Webmaster Tools

Dashboard > Statistics > Top search queries

Overview **Top search queries** [\[?\]](#)
www.google.com

Diagnostics

Statistics

Overview

Top search queries

What Googlebot sees

Crawl stats

Index stats

Subscriber stats

News stats

Links

Sitemaps

Tools

These stats apply to parts of your site that have been included in Google's index as part of our web crawl. Note that these stats are optimized for non-mobile sites and are not applicable to mobile operator content. The parts of your site picked up by Google's mobile crawl will not be available.

Choose search type: Choose search location:

[1 month ago](#) [1 month ago](#) [1 month ago](#) [2 months ago](#) [2 months ago](#) [1 month ago](#) [3 weeks ago](#) [2 weeks ago](#) [Last 7 days](#)

Top search queries				Top clicked queries			
The top Google search queries in which your site appeared.				The top search queries from which users clicked through to your site.			
%: % of top queries				%: % of top queries			
#	%	Query	Position	#	%	Query	Position
1	42%	google	2	1	64%	google	2
2	31%	gmail	5	2	6%	translate	2
3	7%	google maps	4	3	4%	google translate	1
4	3%	google map	4	4	4%	google talk	1
5	2%	"new google"	4	5	3%	translation	3
6	2%	translation	3	6	2%	google	2
7	2%	translator	5	7	2%	calendar	3
8	2%	translate	2	8	2%	google analytics	2
9	1%	calendar	3	9	2%	talk	1
10	1%	google talk	1	10	2%	google translation	2
11	1%	you tube	10	11	2%	froogle	2
12	1%	internet explorer	7	12	1%	google calendar	2
13	1%	google translate	1	13	1%	analytics	2



Risks:

Lose your Rankings>Traffic>Revenue

What to do:

Plan your activities and redirects

Analyse your traffic, keywords and landing pages

Monitor your rankings traffic and keywords

Don't forget:

Delegate! Don't Try to do everything yourself

Have 301's checked

Monitor on a weekly basis your key metrics (traffic, keywords, landing pages.)

Who in the audience is likely to go through a migration this year?

[Vote Now](#)

Definitely doing it

Over my dead body, scares the b'jesus out of me

31%

