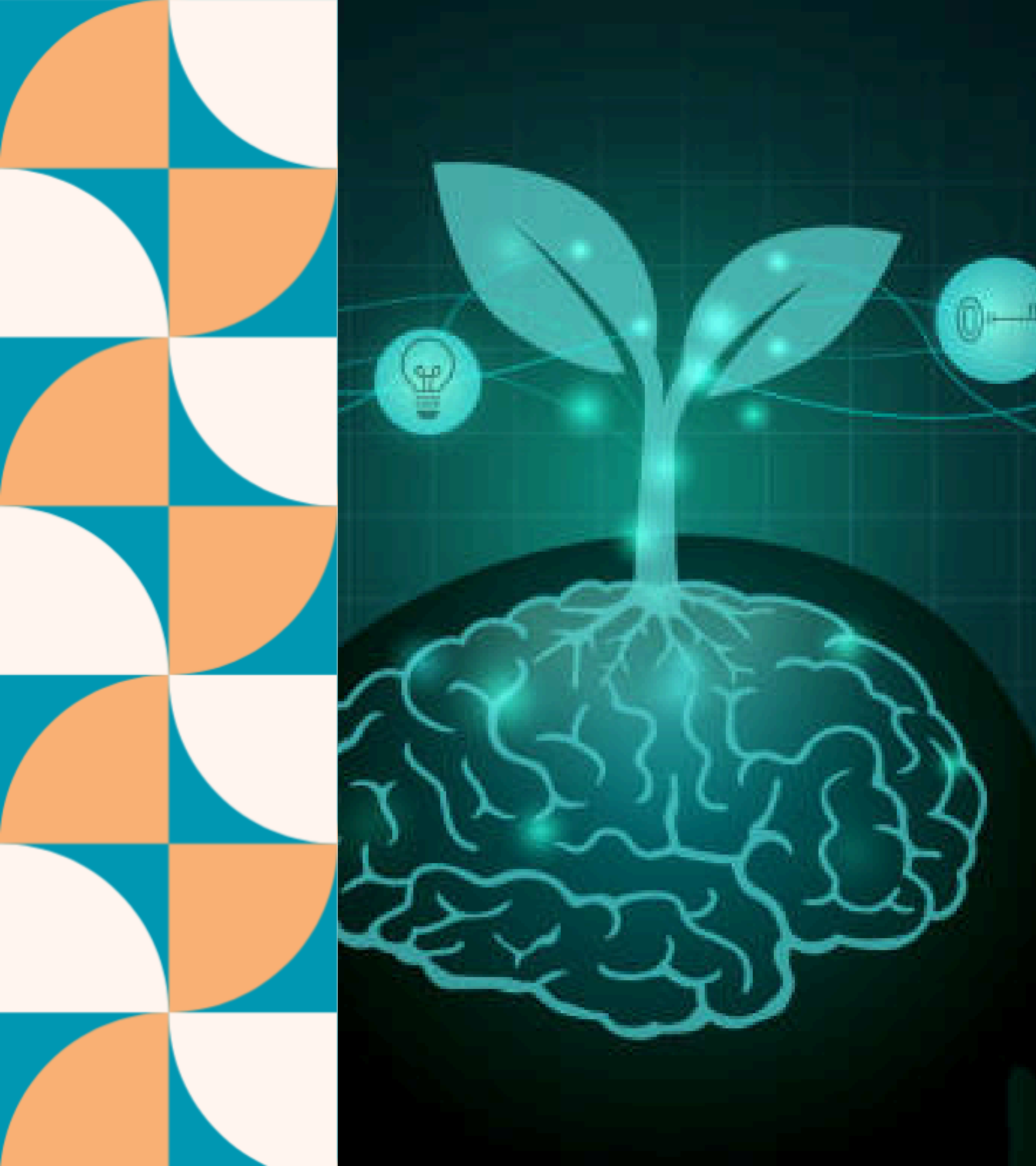


Turning Migrations into Momentum

Lessons from a Dual Site Website Migration





The Migration Mindset

Why migrations matter

Why they are feared

Why they're an opportunity

Why Website Migrations Go Wrong

Ranking
Drops

Knowledge
Gaps

Misaligned
Expectations

Case Study

Dual Site
Migration

Goal: Preserve &
Grow

Outcome:
Success

3 Pillars of Success

Pre Migration
Planning &
Execution

Post Migration
Monitoring &
Quick Wins

UX & CRO
Alignment with
SEO

Pre-Migration: The To-Do List

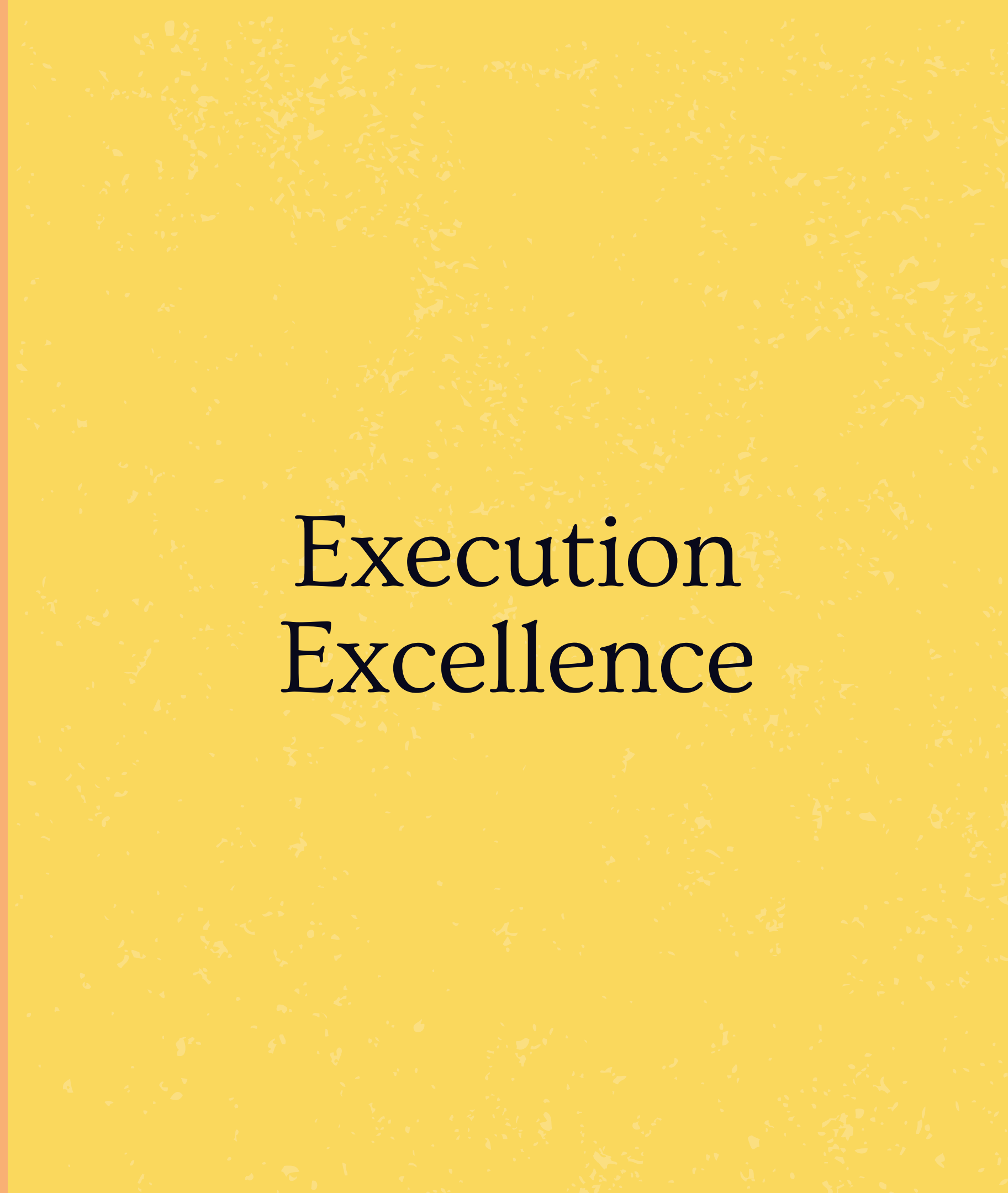
- Craw & Benchmark
- Redirect Mapping
- Update Tracking
- Architecture Review
- Content Audit

Pre-Migration: Setting Business Expectations

- Define KPIs to measure success
- Forecast dips & recovery
- Create scenarios
- Align stakeholders



Execution Excellence



Post-Migration Performance Monitoring

Transform your website migration into a powerful opportunity for growth

SEO Tracking

Monitor your search rankings and organic traffic to identify areas for improvement.

Performance Review

Track your KPIs for success and communicate with relevant stakeholders

Technical Issues Check

Continuously assess site speed and functionality to ensure a seamless experience for users and search engines

Post Migration Quick Wins

- Optimise lost pages
- Fix redirects & 404s
- Refresh landing pages
- Paid media support

UX & CRO Alingment with SEO

Focus on SEO as your acquisition strategy and enhance user experience to increase conversion rates and maximise ROI after your migration

Better
Navigation

Faster Speed

Mobile
Experience

CRO Testing

Common Mistakes to Avoid

- No redirect map
- No analytics setup
- Unrealistic recovery
- Misalignment with stakeholders
- Ignoring other significant business changes

Turning Risk into Growth

A website migration is an opportunity to put your house in order

Clean Content

Remove duplicates, update outdated pages, and focus on what truly adds value.

Improve UX

Remove duplicates, update outdated pages, and focus on what truly adds value.

Enhance SEO

Fix technical issues, refine architecture, and set up tracking properly.



Migration Results



Key Performance Metrics Website A



+6%

Increase in Active Users YoY



+16%

Increase in CvR YoY



+9%

Increase in Revenue YoY%

Key Performance Metrics Website B



-29%

Increase in Active Users YoY

+84%

Increase in CvR YoY

+36%

Increase in Revenue YoY%

Migration Success

Transforming website migrations from SEO risks into growth opportunities requires a strategic approach that prioritises planning, communication, monitoring, and adaptation for seamless migrations.

Planning

A successful migration depends on upfront planning: crawl and benchmark, map every redirect, update tracking, review architecture, and audit your content

Communication

Clear, consistent communication with all stakeholders, ensuring expectations alignment

Monitoring & Adaptation

Regular monitoring helps identify issues early, allowing quick fixes and continuous tracking for success

Scaling Website Migrations

Key Takeaways

- Plan and follow your to-do list
- Forecast KPIs in budgets
- Monitor performance post-migration
- Act on quick wins
- SEO + CRO = growth
- Collaboration is key

Thank you!

Turning Migrations into Momentum

Lessons from a Dual Site Website Migration



Guadalupe Peralta-Aguero

