

How Ellucian Rebranded Their Entire Digital Presence Without Losing a Step in Search

Zero	Zero
Change in Page 1 Rankings	Traffic Disruptions During a Full Product Rename and URL Overhaul

Keeping Search Equity Through a Complete Digital Transformation

Ellucian powers innovation for higher education as the recognized leader in the market, bringing together data, insights, and AI to help institutions drive student success and deliver measurable outcomes across the end-to-end student lifecycle. When the company undertook a major rebrand, it wasn't just a new logo. Every product name changed. Every URL changed. For enterprise organizations, a migration at that scope can mean months of traffic losses and keyword rank erosion that can take years to fully recover from. Ellucian treated it as an opportunity to come out stronger.

The Challenge

Site migrations and rebrands are among the highest-risk events in enterprise SEO. When they go wrong, the consequences are severe. Rankings built over years can vanish overnight, organic traffic can crater with no clear recovery timeline, and the business impact ripples across pipeline and revenue for months. The larger the digital footprint, the higher the stakes and the harder it is to catch problems before they compound.

For Ellucian, the challenge was significant. A full rebrand meant abandoning product names and URLs the organization had spent years building search equity around. New product naming conventions meant new keywords to rank for, essentially from scratch. A completely overhauled URL structure meant redirects had to be executed correctly across the entire site because errors at launch become crises within days.

The difference between a migration that protects search equity and one that destroys it comes down to how deliberate and planful the approach is before a single URL changes. That requires clear optics on both the competitive landscape ahead and real-time visibility into what is happening as the migration unfolds. Without both, teams are flying blind at exactly the wrong moment.

Mapping the New Keyword Landscape with Data Cube X

Before a single URL changed, Ellucian used BrightEdge [Data Cube X](#) to build keyword groups around the new product naming conventions they would be moving toward. This allowed the team to build their targeting strategy in advance so they could compete for search demand from day one. As a result, they knew where opportunity existed for the new terminology and how to position against competitors before the migration went live.

Monitoring the Migration in Real Time

With the targeting strategy in place, Ellucian used [BrightEdge Dashboards](#) and [Reporting](#) to track performance throughout the migration. Since everyone is on a single platform, the team could see ranking shifts, traffic changes, and indexing status without jumping between disconnected tools or waiting for weekly reports to surface what was already broken. This ensured if any issues did arise, they weren't measured in a silo.

Catching Errors Before They Compounded with Site Audit

BrightEdge [Content IQ](#) gave the team the ability to identify 404s and redirect errors immediately rather than discovering them weeks later in a traffic decline. The redirect map was validated in real time, and any technical issues were resolved before they had a chance to affect rankings or user experience at scale.

The Result

Page 1 keyword rankings held. Traffic held. There were no prolonged valleys, no extended recovery periods, no fire drills. Despite completely moving away from established brand terms and product names that had taken years to rank for, the Ellucian team executed the migration without disruption and continued climbing from there.



When you are managing a migration this complex, you cannot afford to be looking at five different tools trying to piece together what is happening. BrightEdge gave us one place to see the full picture, from keyword planning before we launched to catching issues the moment they appeared. That visibility is what let us move deliberately and come out the other side without missing a beat.

- Srijana Angdembej, Director, Digital Marketing and Channel Optimization

Conclusion

For enterprise organizations, a rebrand or platform migration is one of the highest-risk moments in search. The teams that come through it without disruption are the ones who treat it as a planning exercise first and an execution exercise second. But planning and execution are only as good as the visibility behind them. When keyword research, competitive intelligence, redirect monitoring, site auditing, and performance tracking all live in one platform, nothing falls through the cracks. There is no switching between tools, no waiting for data to sync, no blind spots between systems at exactly the moment you can least afford them. Ellucian used BrightEdge to see the full picture at every stage of their migration -- before, during, and after -- and the result was a transformation that delivered on its business goals without sacrificing a single point of search equity the organization had spent years building.