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Domain Migration Best Practices

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PRESENTERS



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BRIGHTEDGE PROFESSIONAL SERVICES: TRUSTED ADVISOR FOR MIGRATIONS

150+ website migration projects successfully completed

“We did a massive migration, moving 15 years' worth of content from one CMS to another.

I want to especially thank the **BrightEdge Professional Services** team who supported us through the process that I was excited to see going so well.



Moving a Website?

We've got you covered

- ✓ *Domains*
- ✓ *Platforms*
- ✓ *HTTPs*
- ✓ *URL structure*

1-866-MIGRATE-ME

Agenda



- 01** Domain migration risks
- 02** 5 steps to a safe domain migration
- 03** Comprehensive audit capabilities
- 04** Top 8 best practices of domain migration

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01 DOMAIN MIGRATION RISKS

100+ Cases of Domain Migration Implementation Analyzed

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DOMAIN MIGRATIONS ARE RISKY

Publicized case of online clothing retailer

Severe impact on search visibility

- 52% drop in average rank
- 77% drop in organic search visits
- 6-month lag before initial recovery

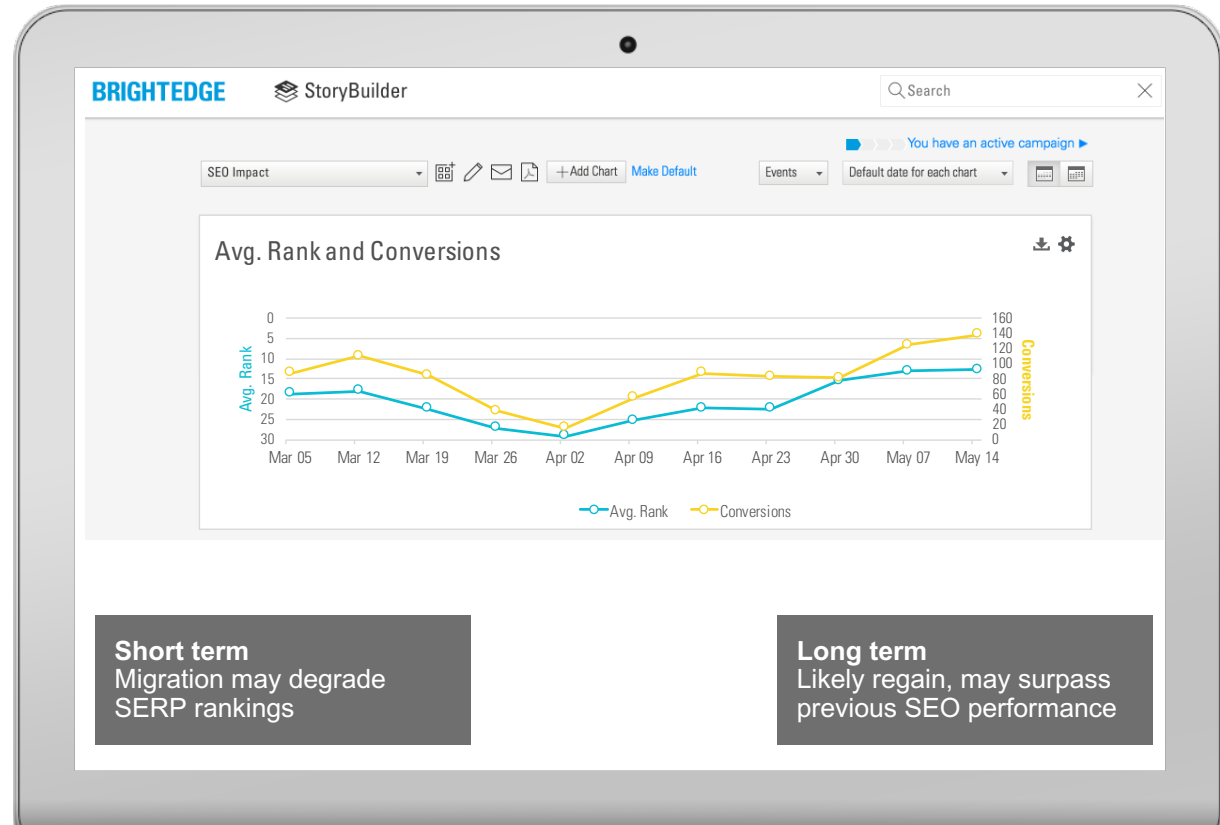


MIGRATION TASKS THAT CAN DEGRADE SEO EQUITY

- Changing URLs
- Indexing new URLs
- Updating content
- Updating code

```
h1.error404 {  
margin: auto;  
width: 100%;  
positi
```


BEST PRACTICES DRIVE LONG-TERM SUCCESS



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5 STEPS TO A SAFE DOMAIN MIGRATION

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DOMAIN MIGRATION PROCESS

Plan

Prepare

Migrate

Monitor

Track
ROI

EXTRA PLANNING PAYS DIVIDENDS

- People
- Process
- Technology



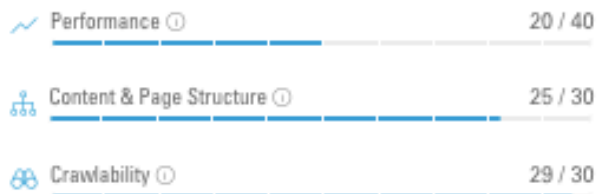
EXECUTE THE PLAN – PRE-MIGRATION

- Audit Using BrightEdge ContentIQ
- Benchmark “Before” State
- Create Redirect Map
- Create New BrightEdge Account

Your site still needs some improvement!



Score by Various Categories



Crawl Information

Crawl Date	Jan. 19, 2017 08:00 PM
Crawl Configuration	Default Domain Configuration
Pages Crawled	473

Total Errors

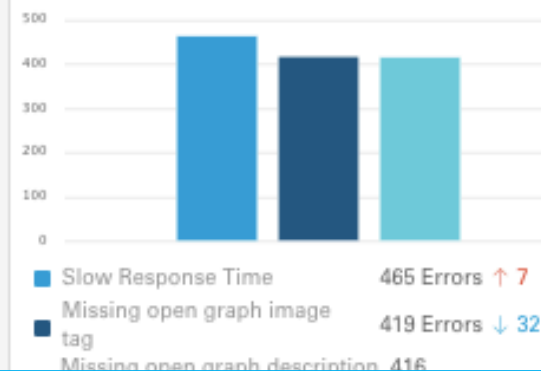


Severe	449 Errors 25.3%
Moderate	913 Errors 51.3%
Minor	416 Errors 23.4%

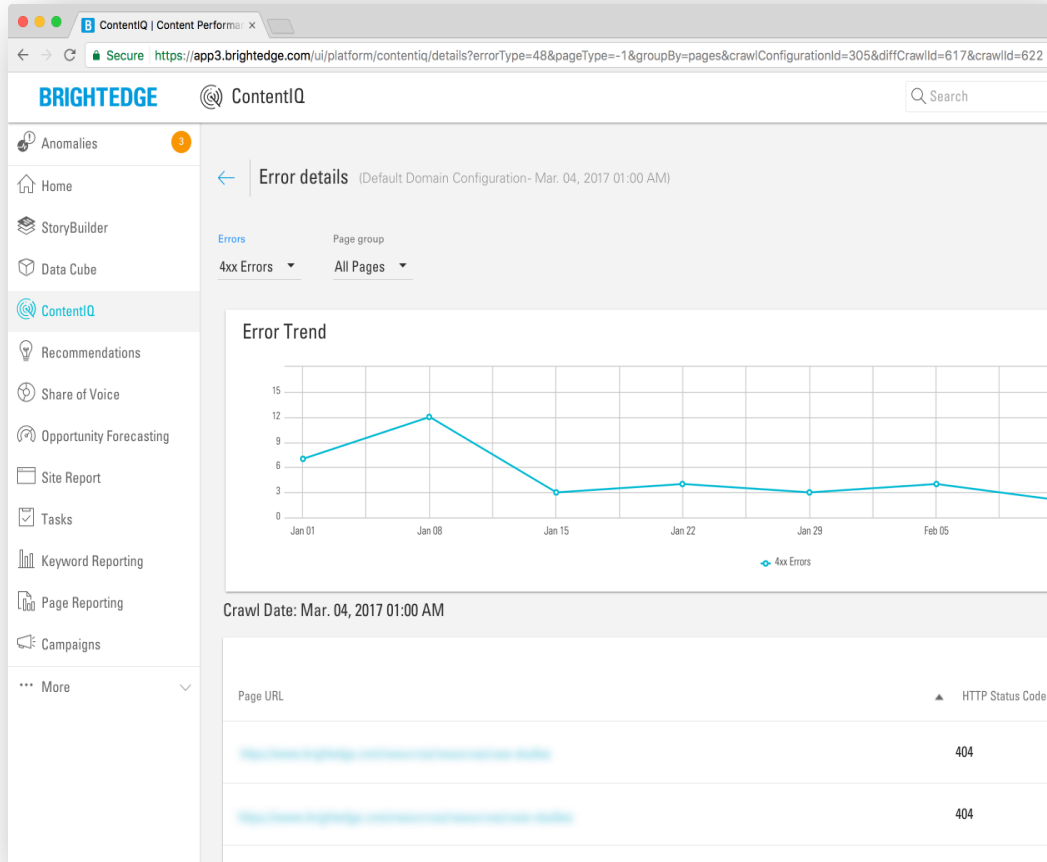
Which page groups have the most errors?



What are the most common errors?



SITE MIGRATION AUDITS



- 4xx errors
- Slow page performance
- Redirect chains, loops
- Duplicate content
- Weed out existing issues
- Audit through migration
- Monitor post migration

IMPLEMENT SMALL AND START SLOW

- Start Small
- Update Links
- Update Sitemap and Robots.txt
- Notify Search Engines

```
    } else if (!$application_presentation_file as {presentation_file}) {
        set_error('error', 'en az 2 en fazla 4 adet kayıt oluşturulabilir')
    } else {
        $arrPresentationFiles = array();
        $arrReportFiles = array();
        $arrModelFiles = array();
        $media = new media();

        if (is_array($application_members)) {
            $serial_application_members = serialize($application_members);
        }

        if ($application_presentation_file) {
            //check_file($application_presentation_file, 'application_presentation_file')

            foreach ($application_presentation_file as $file) {
                $mimeTYPE = $media->minetype($file['name']);
                $doctype = $media->doctype($file['name']);
                $ext = strtolower(substr(strrchr($file['name'], '.'), 1));

                $file_name = $row['application_code'] . '-presentation-' . $row['id'] . $ext;

                move_uploaded_file($file['tmp_name'], $MEDIAS_PATH . $file_name);

                $sql = "INSERT INTO
                ". $DB_PREFIX . "files
                (file_name,
```

Plan

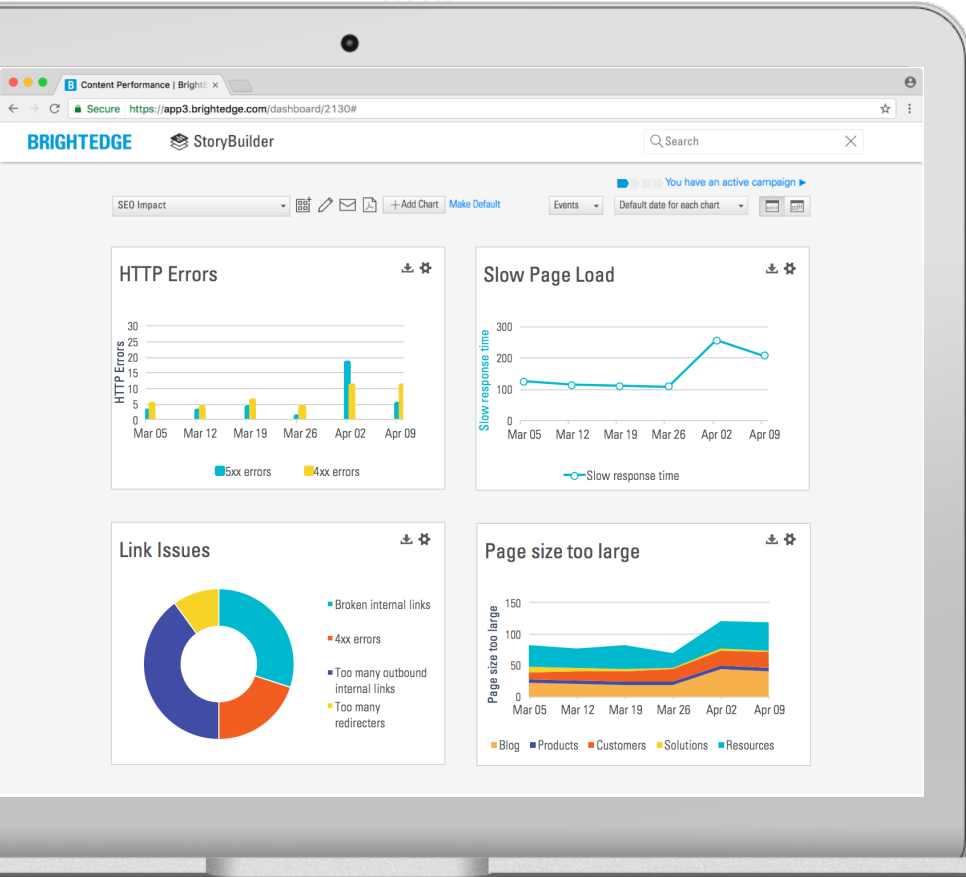
Prepare

Migrate

Monitor

Track ROI

MONITOR VISIBILITY AND PERFORMANCE



- Benchmark “After” State
- Verify Redirects
- Update Analytics
- Monitor Alerts

TRACK ROI, REPORT TO LEADERSHIP



Run ContentIQ with same crawl configuration as run on old site

- Technical performance metrics
- User experience metrics
- Web analytics metrics

Plan

Prepare

Migrate

Monitor

Track ROI

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COMPREHENSIVE AUDIT CAPABILITIES



ContentIQ

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CONTENTIQ CAN BE CONFIGURED EASILY

The image illustrates the ease of configuring ContentIQ through a series of three overlapping screenshots from the Brightedge interface.

Setup Page: The left sidebar shows the navigation menu with 'ContentIQ' highlighted. The main content area lists various tools, with 'ContentIQ' selected.

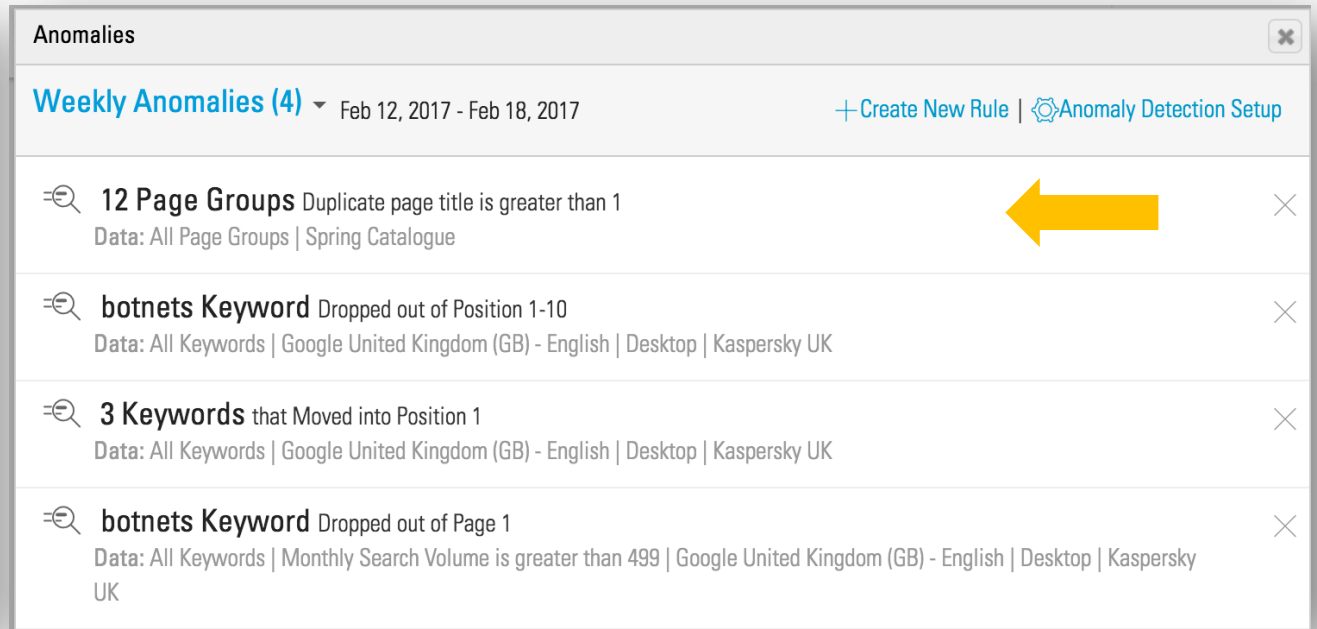
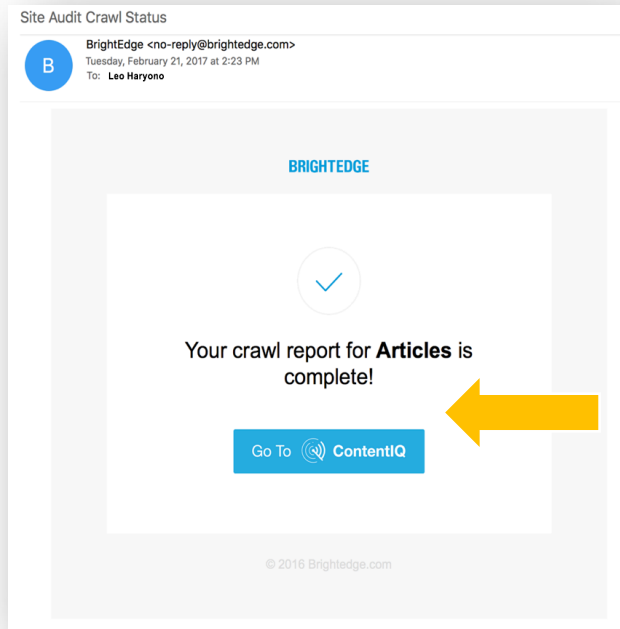
Crawl Configuration Overview: A yellow arrow points from 'ContentIQ' in the sidebar to this page. The page title is 'Crawl Configuration' with the subtitle 'Control how you want your website to be crawled and analyzed.' A '+ New Crawl Configuration' button is visible in the top right.

Crawl Configuration Detail: A second yellow arrow points from the 'Crawl Configuration' title to this detailed view. The page title is 'Crawl Configuration' with the subtitle 'Define what pages you want to be crawled and specify what to analyze on those pages.' It shows a configuration for 'Site Migration - Demo' with the following options:

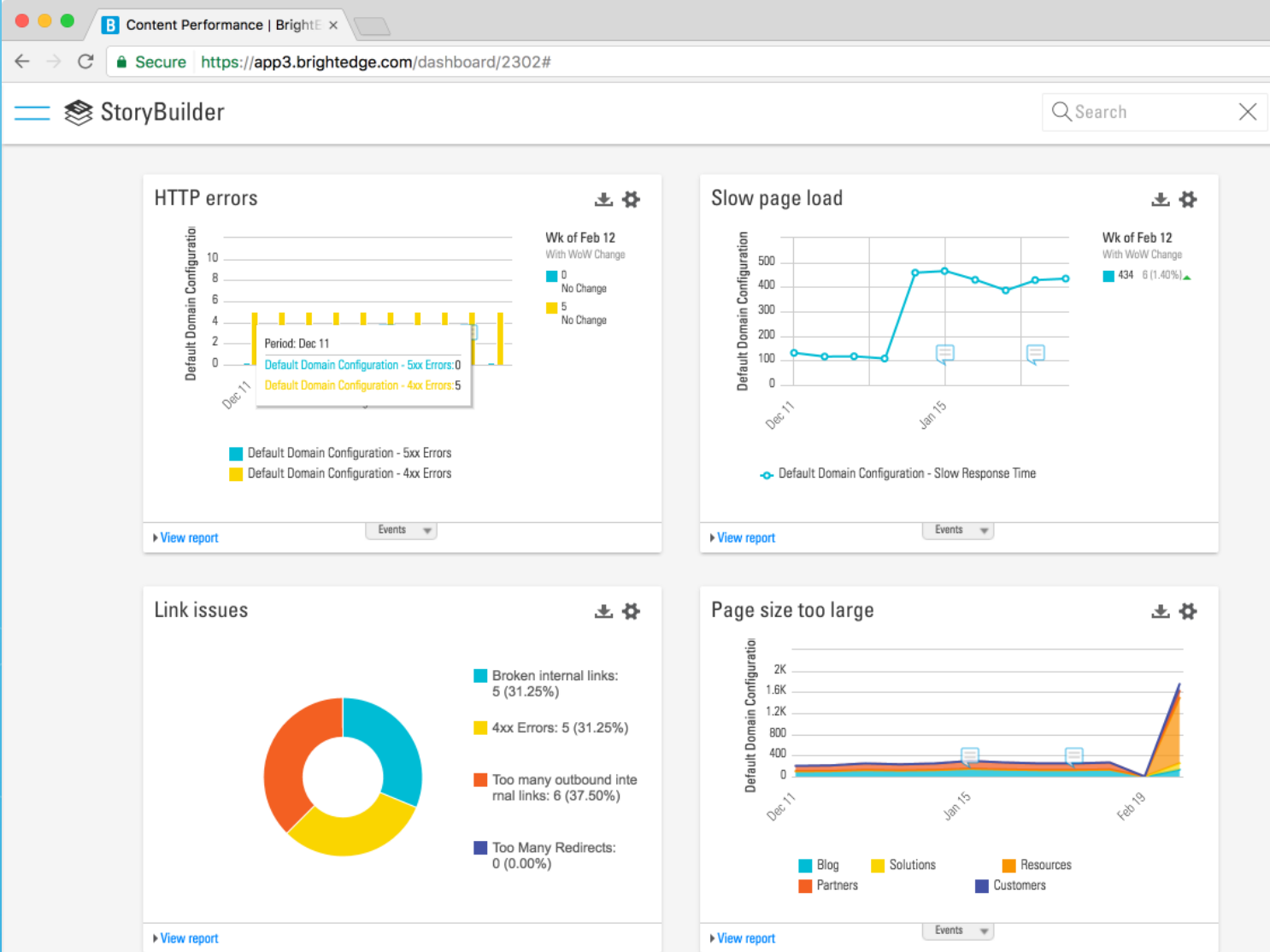
- Pages Linked from my Domain:** www.brightedge.com. Description: We will begin the crawl from your domain and find all the pages that are linked from there. You can filter these pages using URL rules or by specifying a sub-directory.
- Pages Listed in my Sitemap:** Provide a sitemap URL in XML format. You may upload multiple sitemaps.
- Specific Pages:** Manually enter your URLs or upload a file containing the specific URLs you would like to crawl.

HOW DO I GET NOTIFIED WHEN AUDIT RESULTS ARE AVAILABLE?

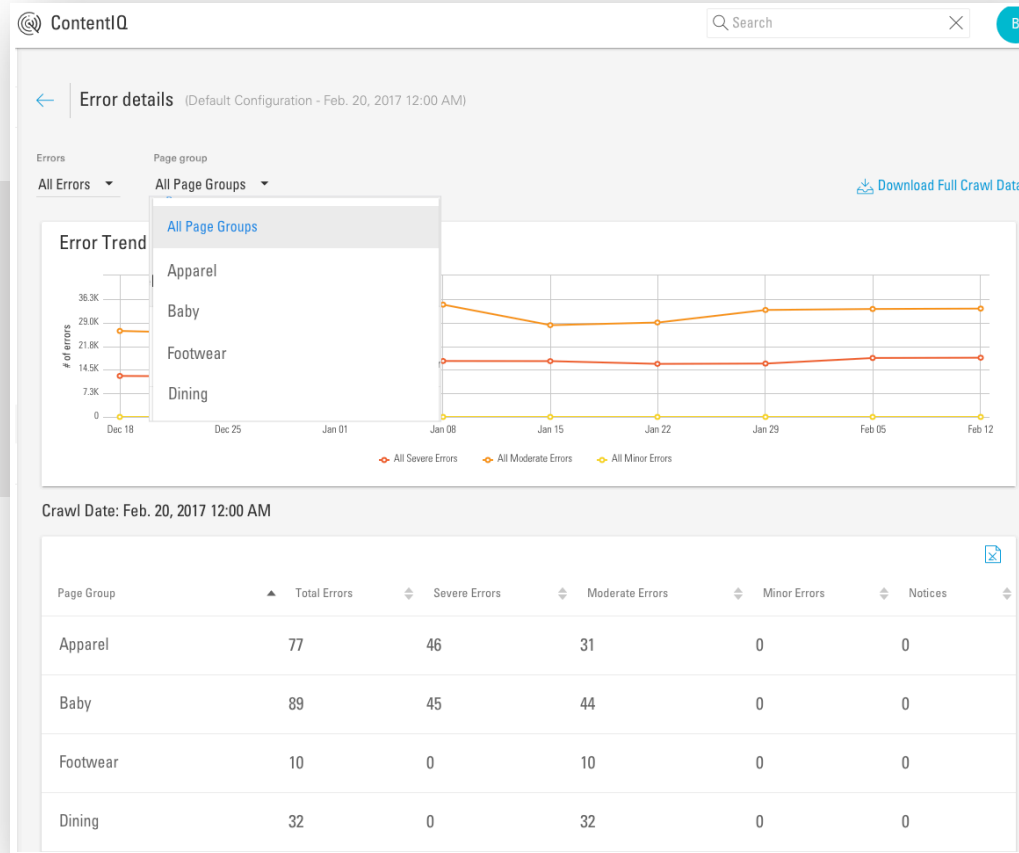
You'll be notified via email, or in-product alerts from Anomaly Detection



BUILD DASHBOARD OF AUDITS RESULTS



USE EXISTING PAGE GROUPS FOR DEEPER AUDIT ANALYSIS



VIEW BY SITE STRUCTURE

Errors View by

All Errors Site Structure

[sas.com](#) / [www.sas.com](#) / [en_us](#)

/careers Page: 6 Errors: 4	/certification Page: 36 Errors: 48	/company-information Page: 15 Errors: 7	/connect Page: 3 Errors: 2	/contact Page: 3 Errors: 1	/contact-forms Page: 1 Errors: 1
--	--	---	--	--	--

[View all 23 subcategories](#)

Show pages from subdirectories

Crawl Date: May. 03, 2017 10:24 AM Page Search

Page	Occurrences
http://www.sas.com/en_us/careers.html	3
http://www.sas.com/en_us/company-information.html	2
http://www.sas.com/en_us/insights.html	3
http://www.sas.com/en_us/insights/articles/risk-fraud/tackling-the-new-terrorist-threat.html	1

- Drill into any folder
- See additional subfolders underneath the folder
- See all URLs belonging to a folder

ANALYZE RESULTS BY SITE STRUCTURE

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Marketing #2

- Anomalies 2
- Home
- StoryBuilder
- Keyword Reporting
- Page Reporting
- Data Cube
- Recommendations
- Site Report
- Campaigns
- Intelligent Experiences
- iX Reporting
- Less
- Share of Voice
- Search Volume
- Opportunity Forecasting
- ContentIQ**
- Backlinks Report
- Facebook Fan Page
- Tasks

Error details (Boaz - May. 12, 2017 01:00 AM)

Errors

All Errors ▼ All Pages

Error Tren

Page Group	Errors
All Page Groups	
Site Structure	~760
Blog	~760
Men's - Shorts	~380
Men's Jackets	~190
Men's Pages - All	~0
Men's Shoes	~0
Persona - Fitness Novice	~0

Crawl Date: Persona - Fitness Novice

Page Group	Errors
About	0
Blog	0
Competitive Analysis	0
GAP KWs	0

Errors View by

All Errors ▼ Site Structure

sas.com

	URLS	Total Errors	Severe Errors	Moderate Errors	Minor Errors	Notices
<input type="checkbox"/> www.sas.com	804	1,188	261	381	546	32
<input type="checkbox"/> /en_us	688	726	31	266	429	32
<input type="checkbox"/> /careers	6	4	0	0	4	0
<input type="checkbox"/> /certification	36	48	9	9	30	0
<input type="checkbox"/> /company-information	15	7	0	3	4	6
<input type="checkbox"/> /connect	3	2	0	1	1	0
<input type="checkbox"/> /contact	3	1	0	0	1	0
<input type="checkbox"/> /contact-forms	1	1	0	1	0	0

IMPROVING ORGANIC PERFORMANCE, SITE COMPLIANCE, AND UX

Site migration

Discover missing content or broken links due to migration issues

Web governance

Ensure site compliance with organizational, brand, and regulatory compliance

Cross-team QA

Ensure newly created content is optimized for search and monitor that web dev requests have been completed

Penalty recovery

Get a baseline understanding of site health to identify and fix errors

Pricing consistency

Extract prices from website pages to ensure consistent and accurate pricing levels and methodologies

Internationalization

Test for hreflang tags to ensure the right page versions are displayed

User experience

Identify links leading to 404 pages to redirect site visitors to better experiences

Social engagement

Ensure that sites are properly tagged according to Facebook Open Graph standards

TOP 8 BEST PRACTICES FOR DOMAIN MIGRATION

8 BEST PRACTICES FOR DOMAIN MIGRATIONS

- 1 Run BrightEdge ContentIQ on the old site to identify any issues
- 2 Create an account for the new site and set the old domain as a competitor
- 3 Establish baseline tracking for the old site's performance
- 4 "Soft-launch" new domain prior to migration to build equity
- 5 Implement 301 Redirects on all pages 1:1 and verify
- 6 Updated links from business partners
- 7 Create a new sitemap and alert Search Engines of the change
- 8 Run BrightEdge ContentIQ on the new site to evaluate key site metrics

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Q&A

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THANK YOU!

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