



# Website Migration Management

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# When is Migration Management Required

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- The website is being redesigned (usually from a standard desktop to a responsive / fluid interface).
- **The website is moving to a new platform or CMS (E.g. Joomla to Wordpress)**
- The website is moving from a non-encrypted (HTTP) to an encrypted (HTTPS) secure platform.
- The domain name changes.
- The client is moving to a new hosting environment where the IP Address changes
- The URL structure is changing.
- The Site Architecture is changing.
- Content on the site is being removed, repurposed or deleted.
- A combination of, or all of the above may occur.

# Why is SEO Migration Planning important?

If not properly managed and planned, a website Migration could result in the following:

- Drop in rankings
- loss of traffic
- Loss of revenue

The purpose of an **SEO migration plan** is to minimise this risk.



# Is there a case for Migration with your website?

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## The following SEO Value currently exists on the website:

- 127 URLs | 119 HTML | 69 Indexed Pages in Google
- Domain Authority: 17/100 | Homepage Authority: 27/100
- 67 External Followed Links | 15 Root Domains
- bcavia.co.za (Legacy Site)
- 35% of Target Search Terms ranking page 1 of Google (50% Top 20)

# What is Blue Magnet's Role in the Migration Process?

We prepare an SEO migration plan for its new website in order to provide migration guidelines to the developers in respect to the migration process.

In order to provide migration guidelines, the following needs to be taken into consideration:

- Legacy (old) site architecture;
- New site architecture;
- Technical limitations of both platforms; and
- Search Engine performance history.



# What is a Website Migration Guide?

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- Provides **best practice guidelines** for implementation to minimise risk. (Search engines do not provide documented guidelines).
- There should be sufficient resources available to deal with issues & **do thorough testing post launch.**
- Developers & SEO's need to collaborate as certain actions need to be **taken at specific times.**
- Should take place during the quietest time
- There are no guarantees that the migration will be completely risk-free.
- Proper migration provides an opportunity to architect the PageRank flow to achieve better business objectives.
- **Plan to expect a 20% drop in traffic, domain authority and rankings for up to 3 months after the migration is complete**

# Key Steps in the Migration Planning Process:

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1. Analysis of the Legacy Site
2. Establish a Benchmark for Comparison
3. URL Redirect Mapping
4. Test
5. Launch
6. Test
7. Measure

# Establish a Benchmark

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We establish a benchmark **just before the migration takes place**, which is then compared **post migration over a period of 3 months** in order to monitor the effects of the migration on the website.

## **Key metrics for measurement include:**

- Domain Authority
- External Links
- Indexed Pages
- Ranking Pages & Keywords



# Measure Impact

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- Perform the following checks **every 2 weeks for 6 weeks** after migration:
  - ✓ Indexation (Google Webmaster Tools): Submitted and indexed number of URLs reported by Webmaster Tools
  - ✓ Keyword Rankings (Web CEO): They usually fluctuate for 2-3 weeks and initially they may drop. Eventually, they should recover around the same positions they were previously (or just about).
  - ✓ Domain & Page Authority (Open site explorer): Monitor changes to Domain Authority & Page Authority. (Ideally these metrics should be similar to those of the old site within a couple of months. If not, that is not a very good indication and you may have lost some link equity along the way.

# Website Migration Planning Services

Pricing and Duration of project is based on the size of the site.

Size of Site	URLs	Price	Estimated Duration
Micro	Up to 20	R 3,750	1 Week
Small	21 to 100	R 7,500	2 Weeks
Medium	101 to 500	R 9,000	3 Weeks
Corporate	501 to 1,000	R13,600	4 Weeks
Enterprise	1,001 to 5,000	R19,000	4 Weeks
Macro	5,001+	R28,500	6 Weeks

**Excludes the following (Recommended as up-sells)**

- Web Development Specifications
- Usability Analysis
- Wireframes
- On-Page & Technical Site Optimisation (SEO)

# Thank you

Gillian Meier

Chief Executive Officer

Website: [www.bluemagnet.co.za](http://www.bluemagnet.co.za)

Email: [Gillian@bluemagnet.co.za](mailto:Gillian@bluemagnet.co.za) | Tel: 011 469 1003

Chartall Campus, Cnr Cedar Road & Cedar Boulevard, Needwood / Broadacres, 2021

Postnet Suite 511, Private Bag X153, Bryanston, 2021

