

Website Migration Best Practices

By Sukhjinder Singh

Head of SEO at Anicca Digital

25th February 2022



Who am I?



Sukhjinder Singh
Head of SEO

Worked in SEO for over 13 years (in-house and agency)

I focus on:

- Technical SEO and website launches
- International SEO
- Lead generation and ecommerce SEO

About Anicca

2007

Est

27

Crew

45+

Clients

Supporting your digital ambitions.

No Ego and No Bull, we invest in relationships with businesses and brands to drive growth and succeed in what we do.

Our multi award winning agency in the heart of Leicester speaks for itself.

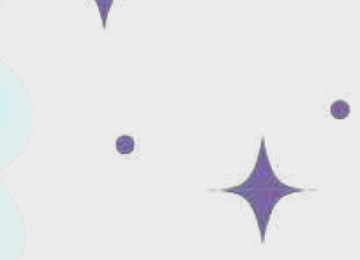


We're on a mission

...well 4 actually, and to celebrate our 15th birthday, we want to support your digital ambitions.

Our specialism spans from B2B for construction to trade with eCommerce and we want to work with you to help us on our mission.

From SEO to Social Media, how can we help your digital presence and engagement?



Agenda

- What is a website migration?
- What could go right or wrong?
- Migrating a website:
 - Scoping and planning
 - Development
 - Launch and live testing
- Top tips

1) What is a site migration?



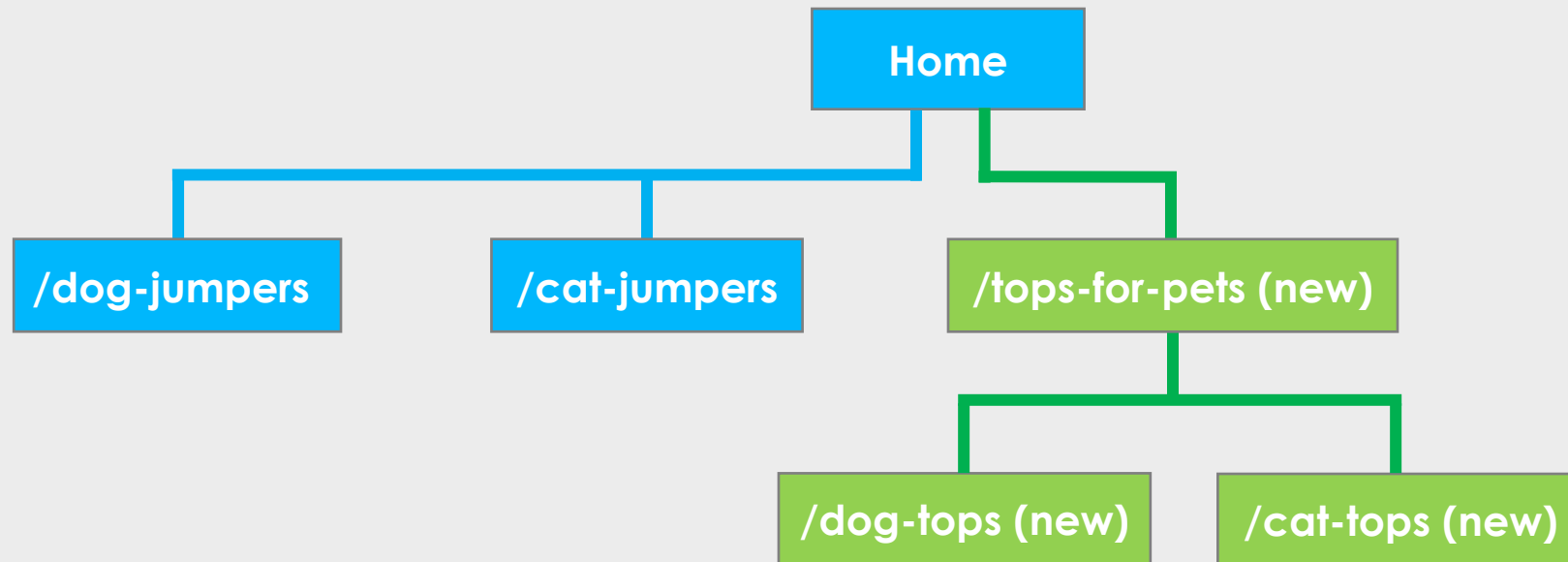
What is a site migration?

There are different types of site migrations that can affect their look, functionality and ability to convert to varying degrees. We'll look at some of the most common types.

1. Site architecture (and/or URL) change
2. Content improvement, consolidation or pruning
3. Re-platforming
4. Protocol change
5. Domain name change or a top-level domain name change
6. Merging two or more sites together

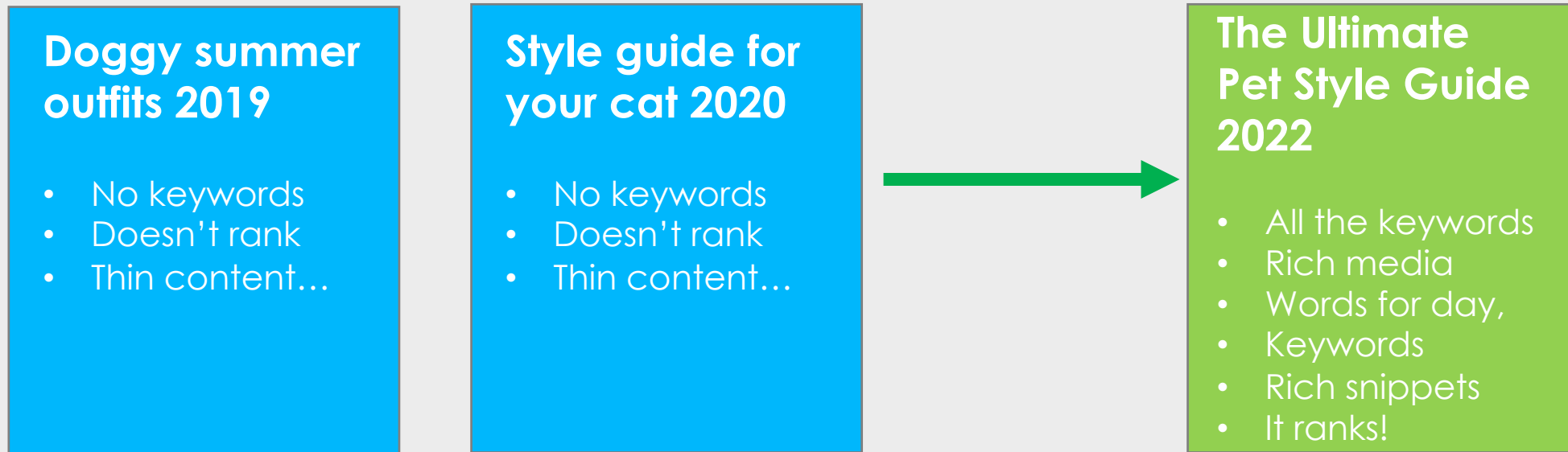
1. Site architecture or URL change

You might be adding new services or products, or changing how the content is categorised - **possibly changing URLs** and **internal links**.



2. Content improvement, consolidation or pruning

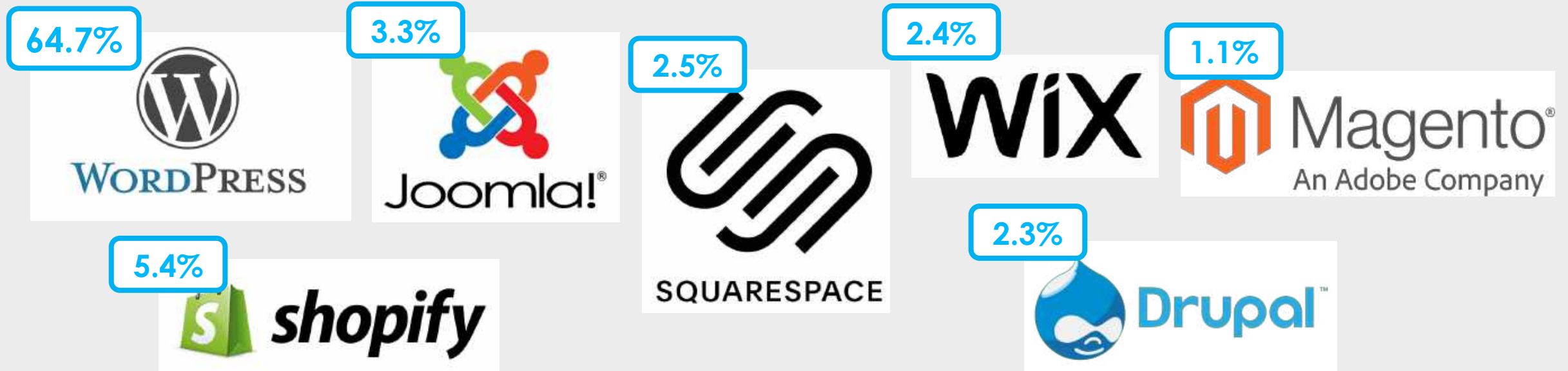
Deciding on what content to improve, consolidate, or remove (and redirect) – for better visibility, engagement and conversions.



3. Re-platforming

Moving from one CMS to another (e.g. WordPress to HubSpot). Which may change website functionality and UX, SEO visibility, site speed.

2021 Market shares by%:



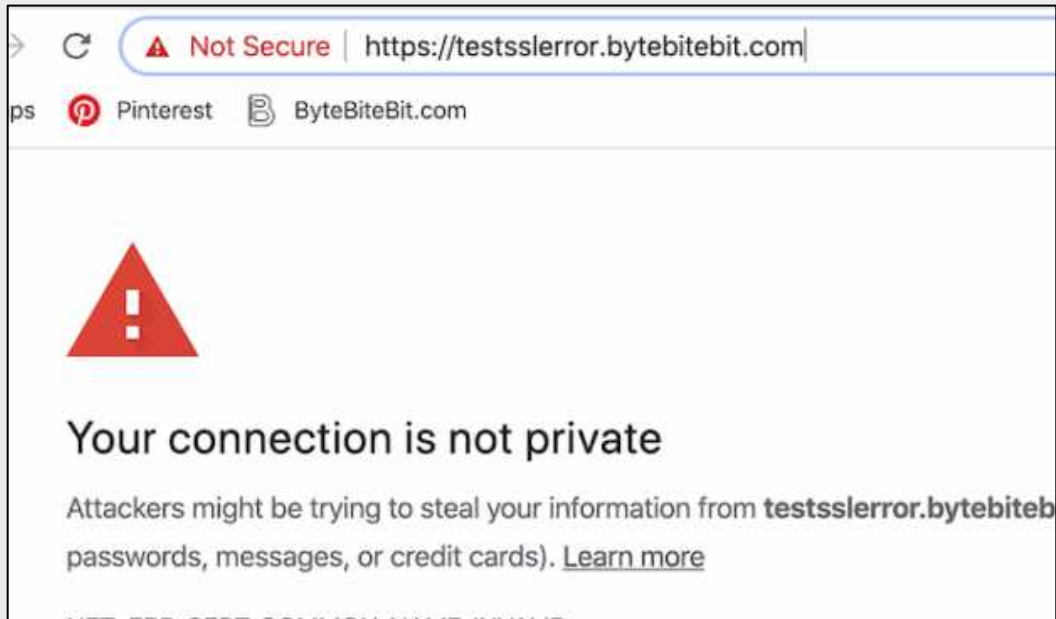
Source: <https://kinsta.com/cms-market-share/>

WHAT IS A SITE MIGRATION?

4. *Protocol change*

E.g.: changing your URLs from starting with **HTTP://** to **HTTPS://**.

HTTP://www.unsecure-site.com

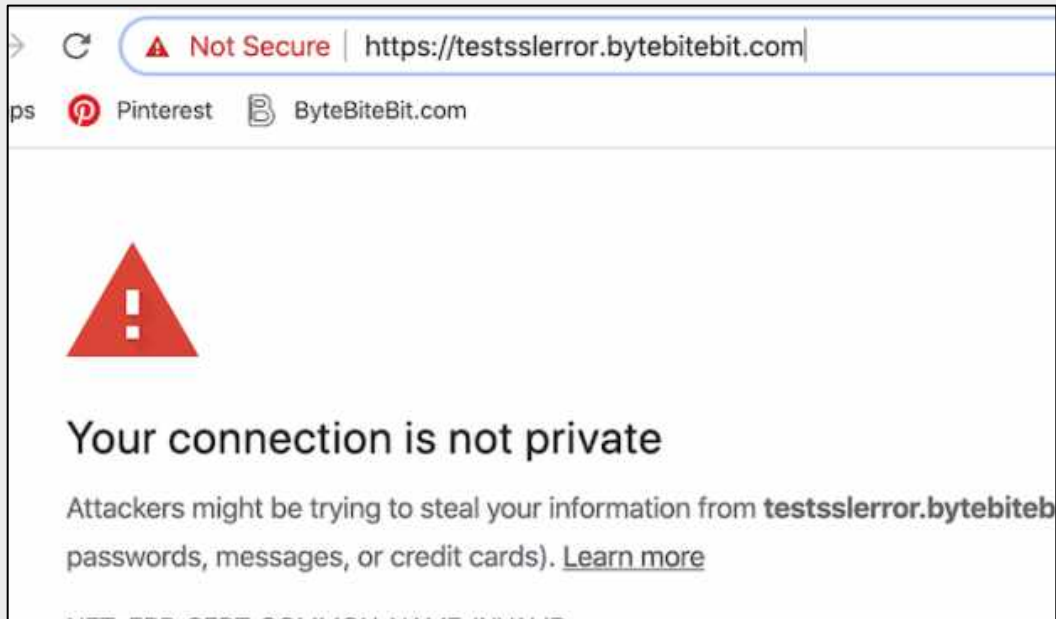


WHAT IS A SITE MIGRATION?

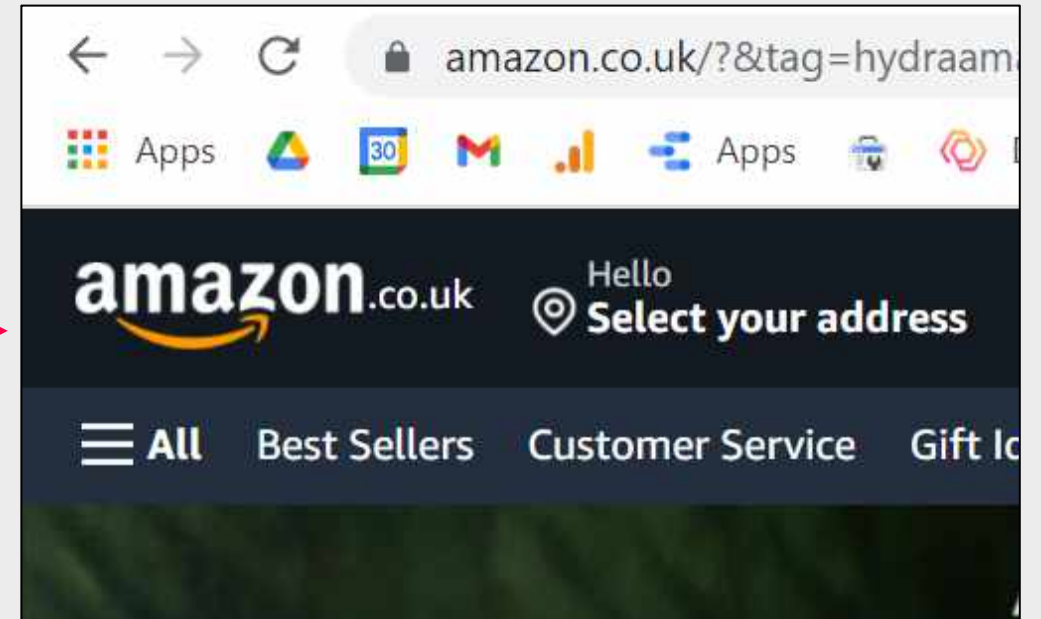
4. Protocol change

E.g.: changing your URLs from starting with **HTTP://** to **HTTPS://**.

HTTP://www.unsecure-site.com



HTTPS://www.secure-site.com



5. Domain / top-level domain name change

Domain name change:

This might be a brand decision?

From: <https://www.dog-jumpers.com>

To: <https://www.pet-clothing.com>

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Domain name change:

This might be a brand decision?

From: <https://www.dog-jumpers.com>

To: <https://www.pet-clothing.com>

Top-level domain name change:

You might be expanding to different countries via geo-targeting?

From: <https://www.dog-jumpers.com>

To:

<https://www.dog-jumpers.co.uk>

<https://www.dog-jumpers.de>

<https://www.dog-jumpers.fr>

6. *Merging two or more sites*

You might be consolidating several sites into one or two sites due to branding changes or to consolidate your content and SEO authority. Effectively changing URLs, content architecture and possibly the CMS/s.

Website 1

- Low domain authority
- Good content
- Defunct brand
- Old theme

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Website 1

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- Good content
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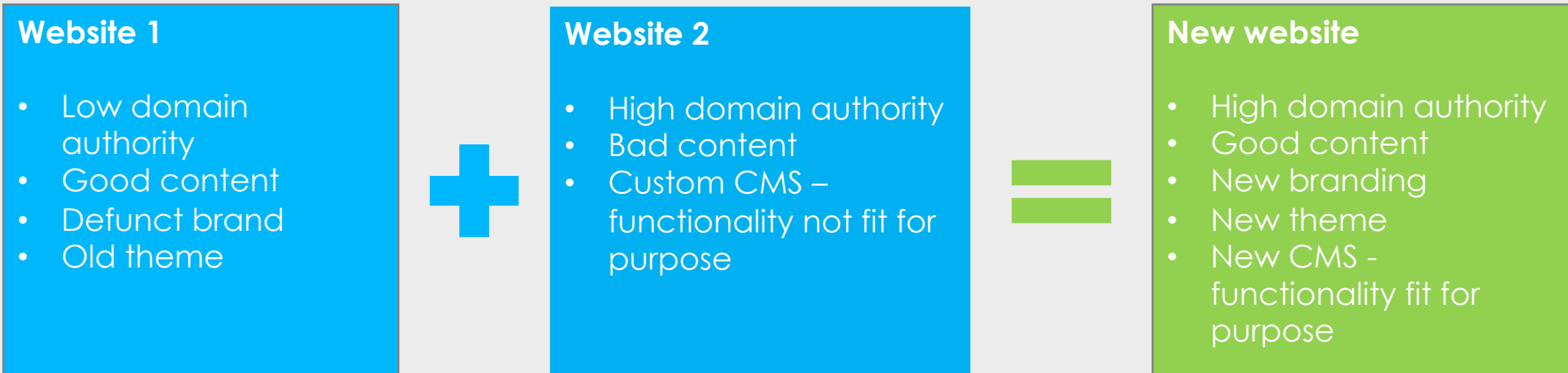


Website 2

- High domain authority
- Bad content
- Custom CMS – functionality not fit for purpose

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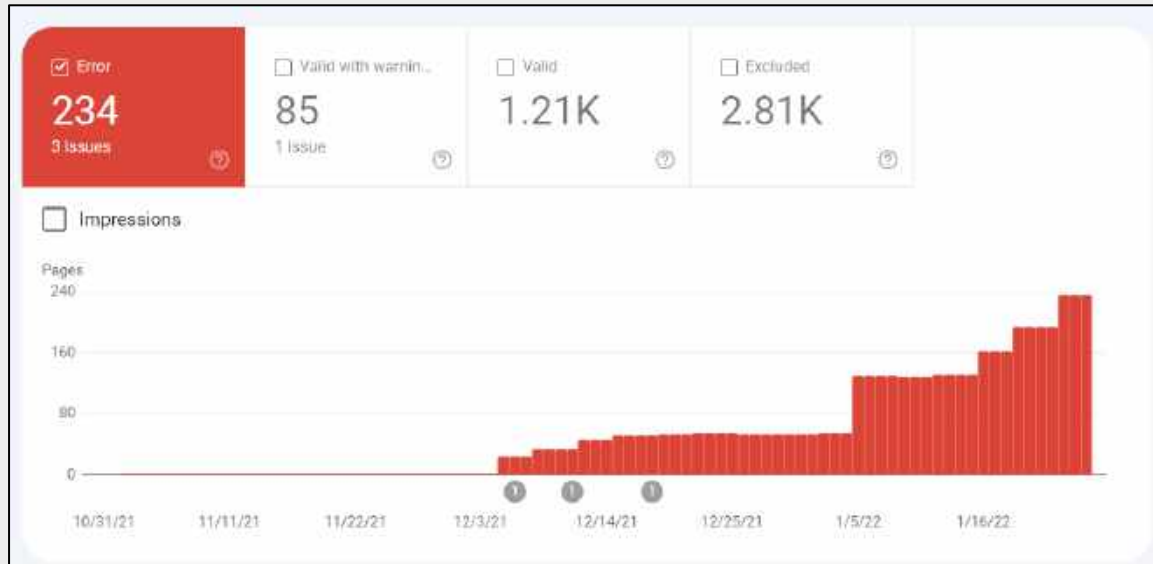
2) What could go wrong?



WHAT COULD GO WRONG?

Reduction in indexed pages

Less pages indexed in Google/Bing and an increase in crawl issues such as: 404s, Soft 404s, 5xx server errors, unconfigured sitemaps and robot.txt files.



The screenshot shows the 'Details' view of crawl errors in Google Search Console. The table lists the following errors:

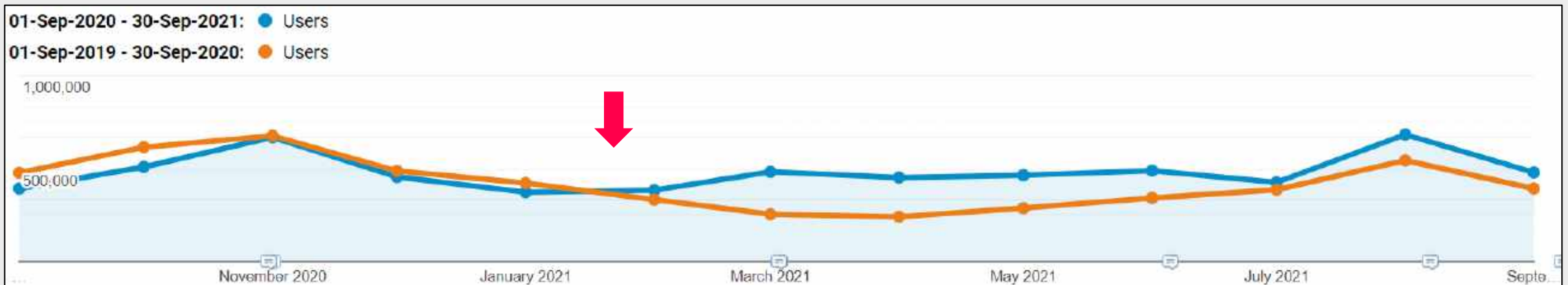
Status	Type	Validation	Trend	Pages
Error	Submitted URL blocked by robots.txt	Not Started		71
Error	Submitted URL marked 'noindex'	Not Started		30
Error	Submitted URL not found (404)	Not Started		11
Error	Submitted URL seems to be a Soft 404	Not Started		4
Error	Server error (5xx)	Not Started		2

At the bottom of the table, it shows 'Rows per page: 10' and '1-5 of 5'.

<https://search.google.com/search-console>

WHAT COULD GO WRONG?

Less traffic, engagement or conversions



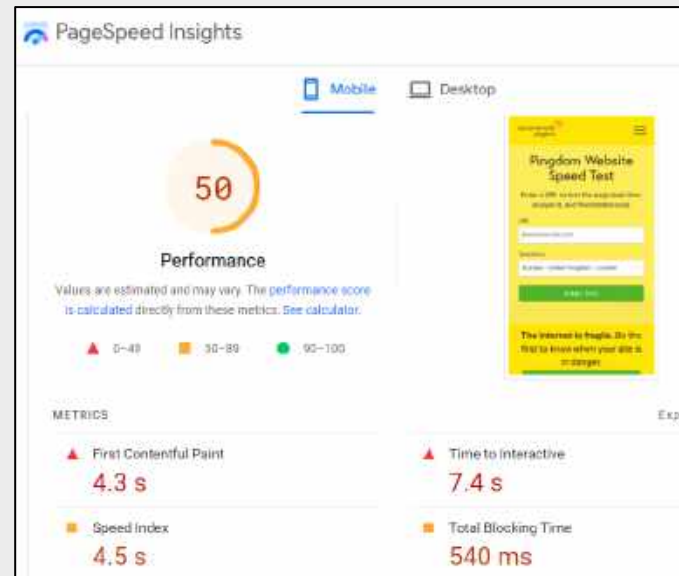
- Depending on the depth of changes you make
- **Compare year on year** to account for seasonal trends

<https://analytics.google.com/analytics/>

WHAT COULD GO WRONG?

Tracking and technical issues

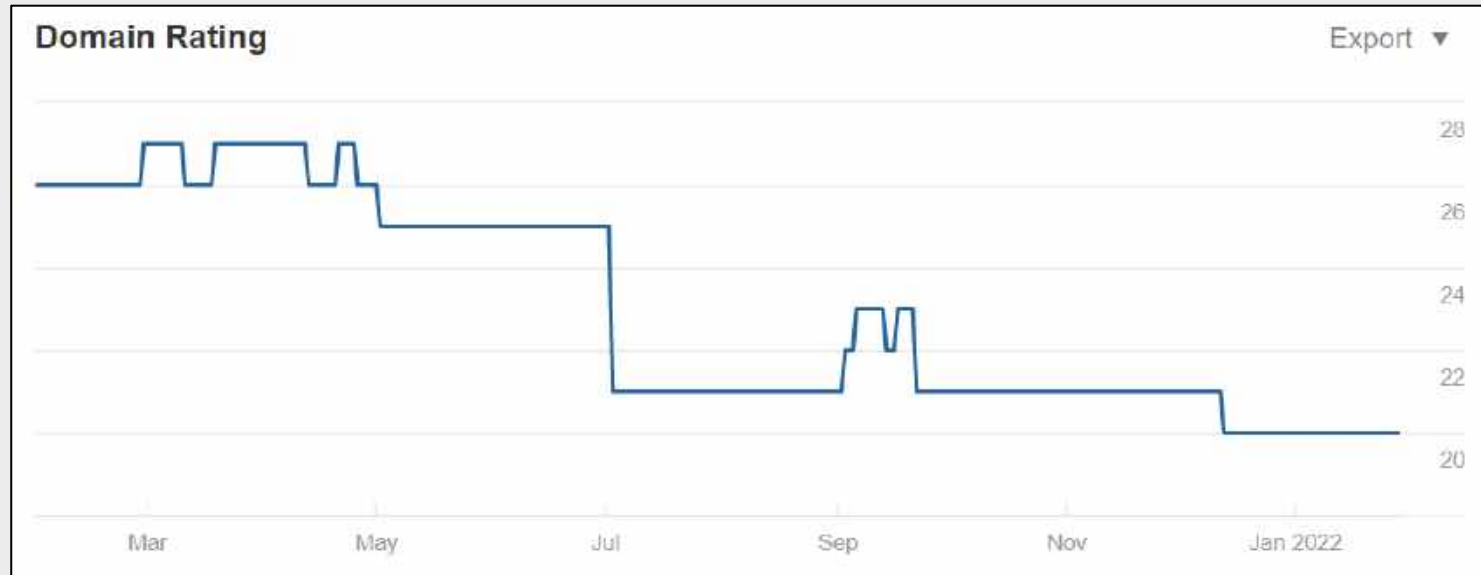
Name	Total URLs
Max HTML Size	8,386
Duplicate Title Sets	1,587
Pages with Duplicate Titles	2,085
Primary Indexable Pages Not in Sitem...	5,147
Hreflang to Non-200 URLs	3,003
All Broken Links	2,205
Broken Hreflang Links	880
Pages with Duplicate Descriptions	4,065
Duplicate Description Sets	2,332



WHAT COULD GO WRONG?

Reduction in domain authority

Missing pages or missing redirects (broken backlinks).



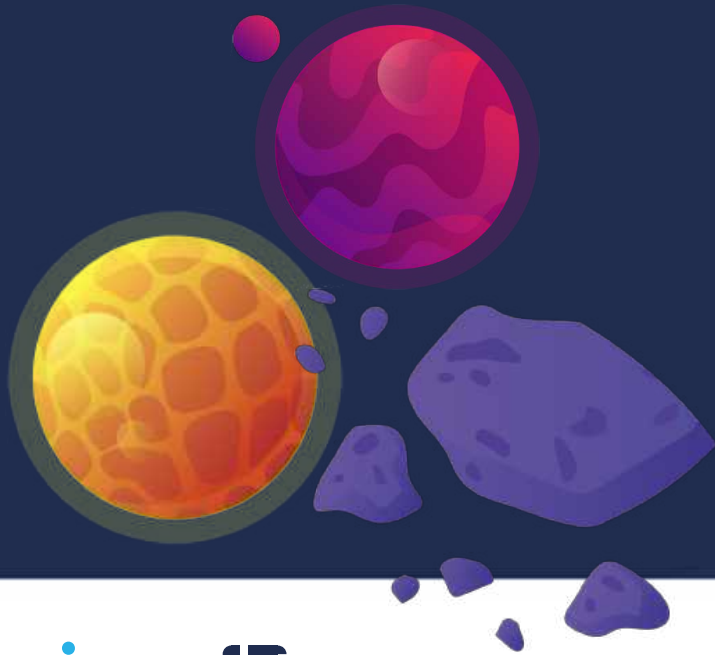
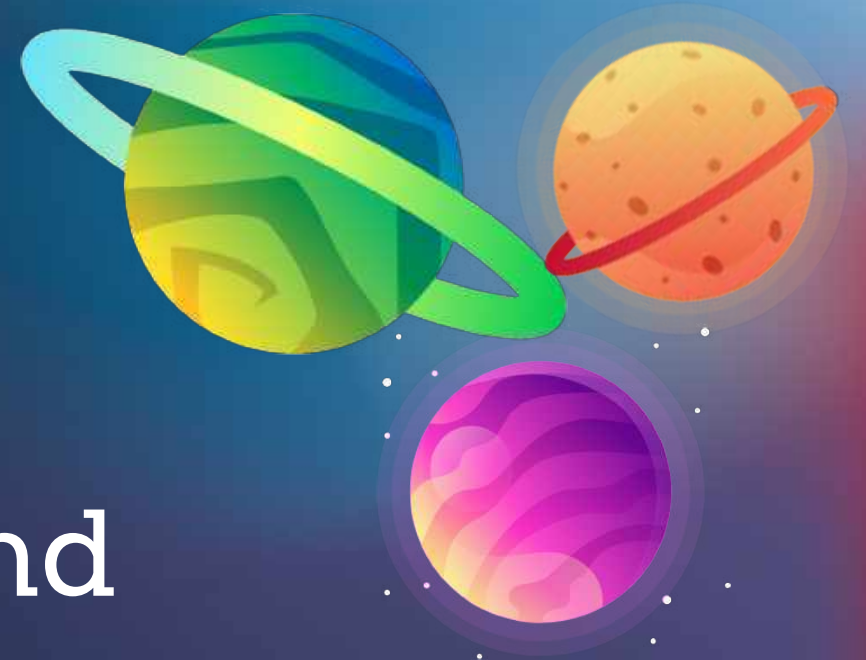
3) Migrating your Website



The typical migration stages

- a) Scoping and planning
- b) Development and testing
- c) Launch, live testing and changes

3a) Scoping and Planning



What are your
objectives?

Why are you migrating?

Go back to why you are migrating the website and think about the potential impact on your existing SEO performance.

Low-Medium SEO impact changes

- Look and theme
- Information architecture (no URL change)
- Re-platforming (CMS)
- Switch hosting provider

Why are you migrating?

Go back to why you are migrating the website and think about the potential impact on your existing SEO performance.

Low-Medium SEO impact changes

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Medium-High SEO impact changes

- Information architecture (**URL change**)
- HTTP protocol
- Domain name
- Merge two or more sites
- Content consolidation/pruning

Define what you want to achieve

Whatever change you are making, you can find metrics to measure success.

Metric/KPI examples:

- +CTR% (0.5% to 1%)
- +Keyword visibility (+10% by 12 months)
- +Traffic (+10% YoY by 6 months)
- -Bounce rate (on articles from 90% to under 50% by 5 months)
- +Conversion rates (0.5% to 1% by 6 months)
- +Core Web Vitals Scores (30/100 to 90/100 in 3 months)

Project management

Project mapping – tasks & people

A common reason for unsuccessful migrations is a lack of planning. Use Google sheets or Trello to collaboratively track work.

Stage	Task	Owner	Days Req.	Status	Deadline	week-1	week-2	week-3	week-4	week-5	week-6	week-7	week-8		
Scoping and planning															
	Initial scope of needs / brief with targets and KPIs	All	1	Complete	31/01/2022	[Green bar]									
	Initial audits: existing website, content value, technical SEO	All	5	Complete	19/02/2022	[Green bar]									
	Firm-up brief and KPIs	All	0.5	Complete	26/02/2022	[Green bar]									
	Keyword research and mapping (inform nav and wireframe)	All	5	Complete											
	Navigation, wireframing and URL taxonomy	All	2	In progress											
	Brainstorm design, branding and functionality with designer	All	2	In progress											
	Map and assign resulting development, content and SEO tasks	All	1	In progress											
	Total days		16.5												
Navigation Design															
	Top level	AS, ET,													
	Section/category-1	ET													
	Section/category-2	GB													
	Section/category-3	SS													
	Section/category-4	AH													
	Section/category-5	TS													
	Navigation signed-off	AS, ET,													
	Total days:														

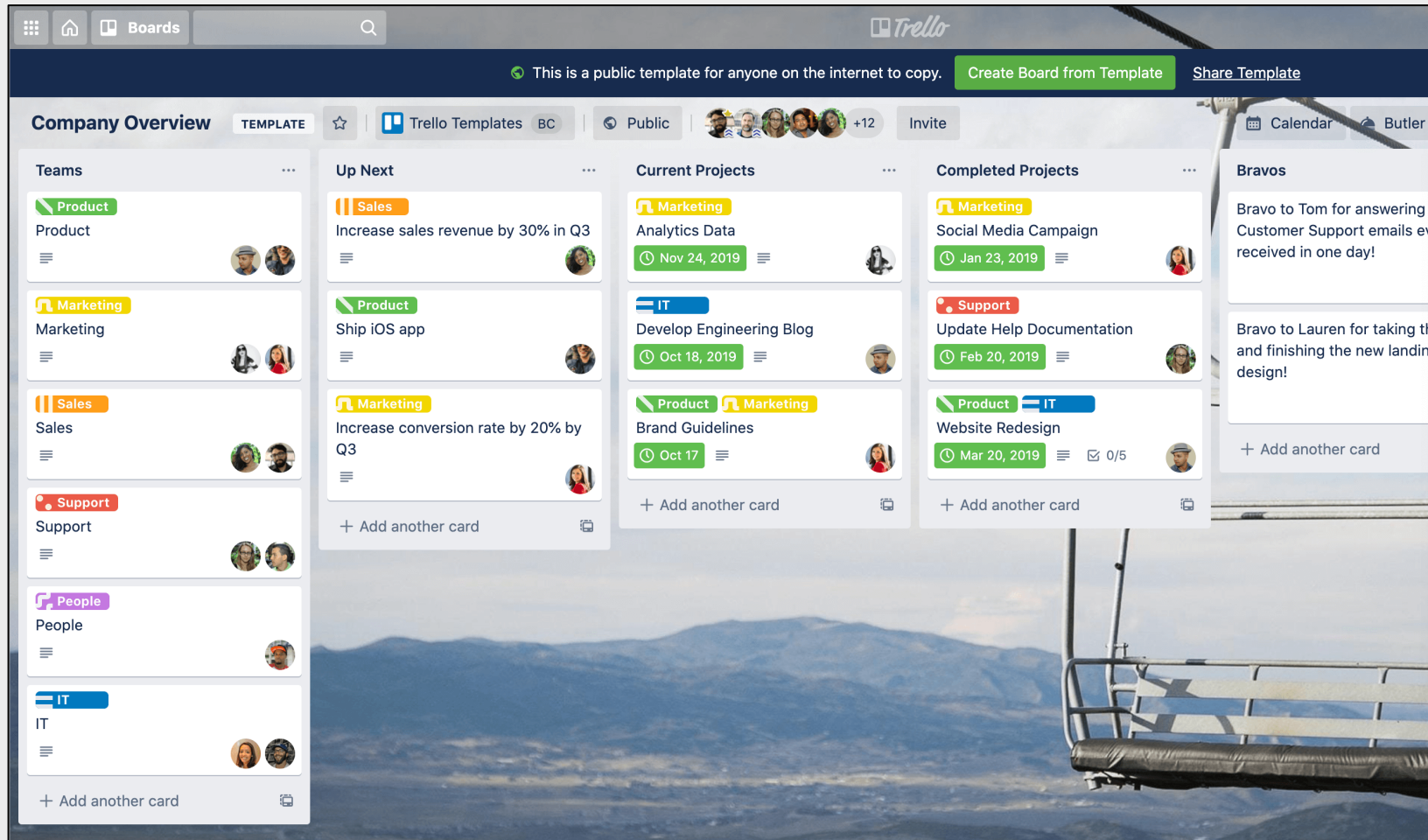
Project management tools - Excel

Even a basic site change project needs project management:

1. Project map
2. Task management tool
3. Regular check-ins

Stage	Task	Owner	Days Req.	Status	Deadline	week-1	week-2	week-3	week-4	week-5	week-6	week-7	week-8		
Scoping and planning															
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	Navigation signed-off	AS, ET,													
	Total days:														

Project management tools - Trello



Realistic deadlines

Use case study data to justify timeframes, and/or establish an SLA – service level agreement - to help maintain deadlines and deliverables.



We recommend around **6 months** to plan, develop, test, launch and test again.

Realistic deadlines

Use case study data to justify timeframes, and/or establish an SLA – service level agreement - to help maintain deadlines and deliverables.



We recommend around **6 months** to plan, develop, test, launch and test again.

Well, its our 10th anniversary in **3 months** sooo..-we'd like to launch then.



Content audits

Do a content value audit

Use all available data sources to audit the value of every page to decide on what to improve, consolidate, or remove (and redirect):

1. **Google Search Console***: Impressions, CTR (pre-click data)
2. **Google Analytics***: Traffic, engagement, conversions/sales
3. **SEOMonitor/SEMrush** (or similar): Existing keyword rankings, search volumes, ranking pages
4. **Ahrefs/Majestic** (or similar): Domain authority, backlinks, social shares
5. **Search Console***, **Screaming Frog**, **DeepCrawl/Oncrawl/Moz** (or similar): Indexation, technical/on-page SEO issues, Core Web Vital scores

*Free tools

Content value audits

Use a tool like SEMrush to perform a content audit:

<https://www.semrush.com/blog/content-audit-for-content-marketing-strategy/>

Pages	Shares	Backlinks	Sessions	Avg. Session Duration	Bounce Rate	Search Queries
28	3.6K ⁺²	1.2M ^{-225.4K}	13.4K ^{-32%}	0:02:20 ^{-33%}	56.8% ⁰	5.9K ^{+70%}

Subfolder/URL	Workflow Status	Words	Shares		Backlinks	Google Analytics (last 30 days)			
			Total Shares	f		t	Sessions	Avg. Session Duration	Bounce Rate
/index.html	In progress Tracking since Jul 29, 2019	171	475 ⁰	344	131	3.8K ⁰	11.5K [↓]	0:01:38 [↓]	42.4% [↑]
/guide/index.html	In progress Tracking since Jun 1, 2020	358	393 ⁰	309	84	95	1.5K [↑]	0:02:07 [↑]	53.3% [↑]
/guide/basic/density.html	In progress Tracking since Jun 26, 2019	201	2 ⁰	0	2	5 ⁰	40 [↑]	0:02:10 [↑]	52.5% [↓]
/guide/basic/diagnosis.html	In progress Tracking since Jun 26, 2019	347	13 ⁰	13	0	0 ⁰	40 [↓]	0:02:26 [↓]	65% [↑]
/guide/configuration/parameters.html	In progress Tracking since Jun 1, 2020	253	2 ⁰	1	1	0 ⁰	33 [↑]	0:02:31 [↓]	72.7% [↑]

Content value audits

Or we can do it for you!

We use several data sources and **blend the data** in **Google Data Studio** using **connectors** and **Google Sheets**.

Audit your content

We end up with a lot of data, which we filter by:

- Traffic, engagement, conversions
- Backlinks / URL ratings
- Keyword visibility
- Technical / on-page issues

Rank	Landing Page	Sessions	New Users	Avg. Session Duration	Bounce Rate	Contact Us Completions	Us Conv/ Guide Rate	Download Downloads	Referring Domains	Refollow	Notfollow	URL Rating	duplicate page	duplicate body	word_co unt	content_s ize	Status Code		
1	(not set)	51	2	40	0.00%	0	0.00%	28	54.90%	null	null	null	null	null	null	null	200		
2	/	685	287	217	84.01%	4	0.58%	10	1.40%	25	20	38	21	TRUE	FALSE	FALSE	1109	7521	200
3	/?p=25400&pvminv=true	1	0	249	0.00%	0	0.00%	0	0.00%	null	null	null	null	null	null	null	null	301	
4	?page_id=25481	3	0	44	66.67%	0	0.00%	0	0.00%	null	null	null	null	null	null	null	null	301	
5	?3-ways-businesses-approached-reform/	1	0	136	0.00%	0	0.00%	1	100.00%	0	0	0	7	TRUE	FALSE	FALSE	725	4846	200
6	?7-reform-mistakes-businesses-cant-afford/	10	2	63	70.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1261	8468	200
7	/about-qdos/	34	22	189	55.88%	0	0.00%	0	0.00%	2	0	2	10	TRUE	FALSE	FALSE	2990	18841	200
8	/about-qdos/?vc_editable=true&vc_post_id=29041&vnonce=7a9558	1	0	391	0.00%	0	0.00%	0	0.00%	null	null	null	null	null	null	null	null	200	
9	/about-qdos/testimonials/	3	3	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	383	2696	200
10	/advice-to-ramp-up-ir35-preparations/	6	3	308	83.33%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1147	7704	200
11	/annual-survey-report/	25	12	151	4.35%	0	0.00%	0	0.00%	null	null	null	null	null	null	null	null	200	
12	/ask-the-expert-cest/	101	81	98	83.17%	0	0.00%	1	0.99%	0	0	0	7	TRUE	FALSE	FALSE	1230	8126	200
13	/author/shickling/	2	1	1068	0.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	459	3159	200
14	/author/arrowleystone/	2	2	0	50.00%	0	0.00%	0	0.00%	null	null	null	null	TRUE	FALSE	FALSE	493	3135	200
15	/author/brensmith/	2	2	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	491	3430	200
16	/author/cakebread/	5	5	14	40.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	412	2870	200
17	/author/mmordone/	10	8	130	70.00%	0	0.00%	1	10.00%	0	0	0	7	TRUE	FALSE	FALSE	433	3012	200
18	/author/scoo/	4	3	0	75.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	410	2892	200
19	/autumn-budget-rumours-centre-on-corporation-tax-hike/	30	30	5	90.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1107	7571	200
20	/brand-new-ir35-reform-services/	11	8	35	69.04%	1	9.09%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1293	8157	200
21	/can-my-status-determination-statement-still-be-used/	75	55	118	70.67%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1175	7419	200
22	/case-studies/	49	32	179	55.10%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1564	10381	200
23	/case-studies/thaca-energy/	18	16	112	72.22%	0	0.00%	0	0.00%	0	0	0	7	TRUE	null	null	null	null	404
24	/case-studies/orion/	12	12	3	91.67%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1542	9997	200
25	/case-studies/orion-group/	9	7	168	55.56%	0	0.00%	0	0.00%	1	0	1	9	TRUE	FALSE	FALSE	950	6287	200
26	/case-studies/parasol/	6	4	106	66.67%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	974	6474	200
27	/category/meat-the-team/	5	2	450	33.33%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	424	2935	200
28	/category/tax/	1	0	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	457	3168	200
29	/cest-lamming-data-usage/	12	4	92	58.33%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1367	8677	200
30	/clarification-regarding-overseas-clients/	731	570	48	90.97%	0	0.00%	2	0.27%	1	1	0	9	TRUE	FALSE	FALSE	1106	7109	200
31	/contact/	42	20	77	42.86%	3	7.14%	0	0.00%	2	0	2	10	TRUE	FALSE	FALSE	519	3433	200
32	/contact/call-back/	1	0	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	965	2462	200
33	/contracted-out-services/	1029	753	94	76.19%	0	0.00%	2	0.19%	0	0	0	7	TRUE	FALSE	FALSE	1206	8954	200
34	/corporate-criminal-offences-legislation/	120	117	57	84.92%	0	0.00%	0	0.00%	2	2	0	10	TRUE	FALSE	FALSE	907	6172	200
35	/does-delayed-ir35-reform-pose-a-ccc-risk/	32	28	68	81.25%	0	0.00%	0	0.00%	1	1	0	9	TRUE	FALSE	FALSE	1036	6725	200
36	/employment-status/	1	0	765	0.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	2140	13776	200
37	/engagers-targeted-with-ir35-compliance-letters/	1	1	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1430	9101	200
38	/events/	10	11	42	62.50%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1484	9587	200
39	/global-recruitment-firm-ready-to-successfully-manage-ir35-reform/	2	2	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1177	7918	200
40	/hmrc-publishes-legislation-updates/	26	19	112	58.46%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1380	9123	200
41	/hmrc-release-ir35-compliance-principles/	62	50	69	83.85%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1346	9056	200
42	/hmrcs-compliance-casts-doubt-over-cest/	16	10	174	62.50%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1325	8681	200
43	/how-covid-19-impacted-contractor-recruitment/	7	6	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1356	8874	200
44	/how-qdos-helped-businesses-prepare-for-reform/	3	0	0	100.00%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	1159	7696	200
45	/ir35-insurance-4-buyers-guide/	48	32	119	85.42%	0	0.00%	1	2.08%	0	0	0	7	TRUE	FALSE	FALSE	1516	9818	200
46	/ir35-off-payroll-working/	75	43	142	36.00%	1	1.33%	3	4.00%	1	0	3	10	TRUE	FALSE	FALSE	841	5636	200
47	/ir35-off-payroll-working/cest/	405	345	67	87.25%	2	0.49%	2	0.49%	0	0	0	7	TRUE	FALSE	FALSE	3545	22210	200
48	/ir35-off-payroll-working/compare-ir35-solutions/	8	3	179	87.50%	0	0.00%	0	0.00%	0	0	0	7	TRUE	FALSE	FALSE	2482	16303	200
49	/ir35-off-payroll-working/complete-guide-to-ir35-reform/	2	0	149	0.00%	0	0.00%	1	50.00%	0	0	0	7	TRUE	FALSE	FALSE	580	3938	200
50	/ir35-off-payroll-working/enzyme-contractors-in-the-public-sector/	53	42	62	81.13%	0	0.00%	1	1.89%	2	1103	0	10	TRUE	FALSE	FALSE	982	5487	200

Site structure, wireframe & site maps

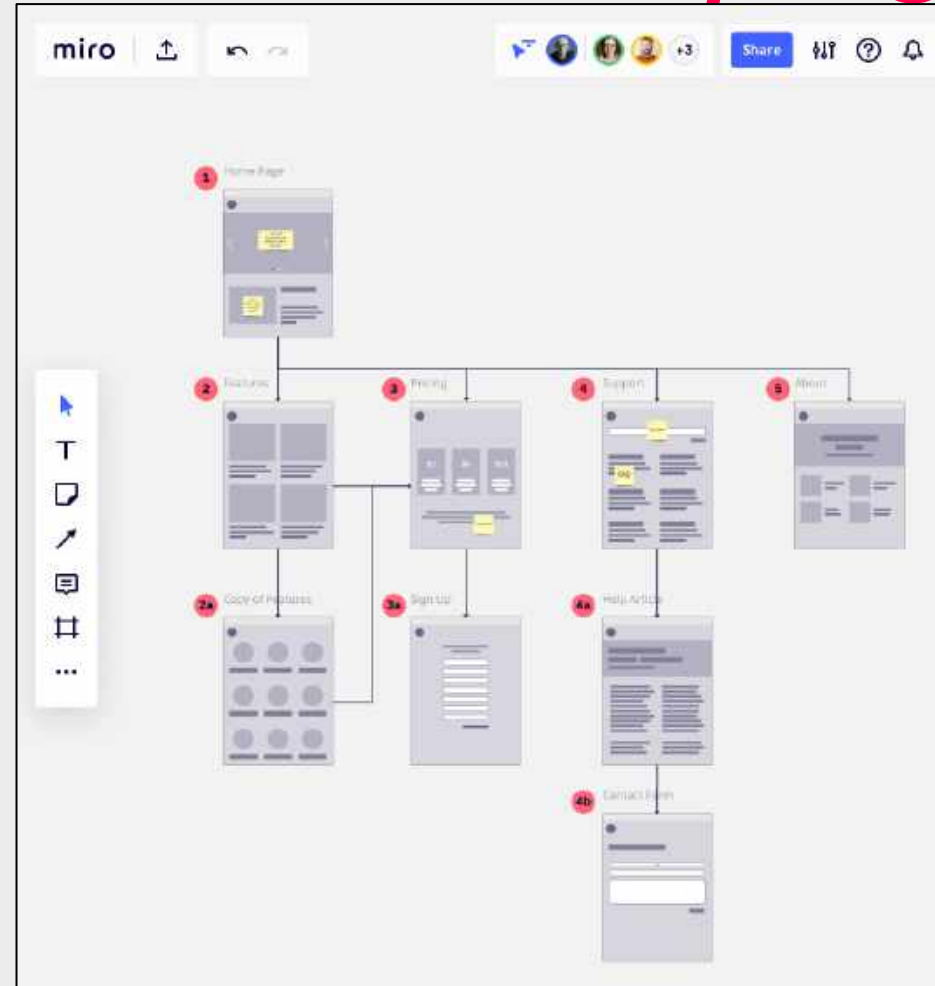
Wireframe site structure

We use Excel for most of our site structure wireframing.

Home	Category-1	Category-2	Target URL	Topic count	Priority (1-3)	Optimisation group (1-5)	Relevancy score (0-low/3-high)	KEYWORD	[D] FEATURES
KEY:				34					
Initial data collected									
More research done									
Needs confirmation by Client									
Validated by Client									
No keywords found									
Home			/home						
Category			/category	1					
					1		3	Keyword	Local pack, C O
					1		3	Keyword	Images pack -
					1		3	Keyword	Images pack -
					2		3	Keyword	Local pack, P O
					2		3	Keyword	Local pack, C O
Type									
Category			/category	1					
					1		3	Keyword	Local pack, C O
					1		3	Keyword	Images pack -
					1		3	Keyword	Images pack -
					1		3	Keyword	Local pack, P O
					1		3	Keyword	Local pack, C O
Category			/category	1					
					1		2	Keyword	Local pack, C O
					1		3	Keyword	Images pack -
					1		3	Keyword	Images pack -
					1		3	Keyword	Local pack, P O
					2		3	Keyword	Local pack, C O
Category			/category	1					
					1		3	Keyword	Local pack, C O
					1		3	Keyword	Images pack -
					1		3	Keyword	Images pack -
					1		3	Keyword	Local pack, P O
					1		3	Keyword	Local pack, C O

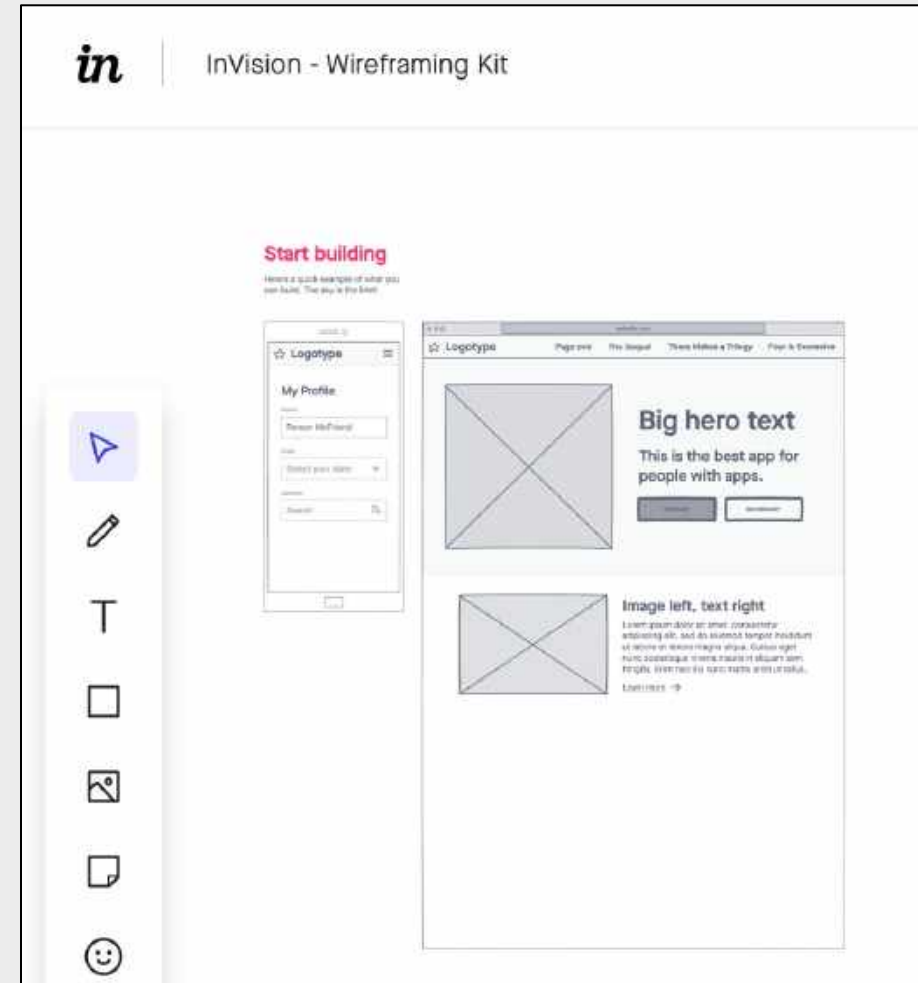
Wireframe site structure & pages

- We've also used miro.com both for site structure and pages
- It's also great as a [collaborative white-board](#)



Wireframe pages

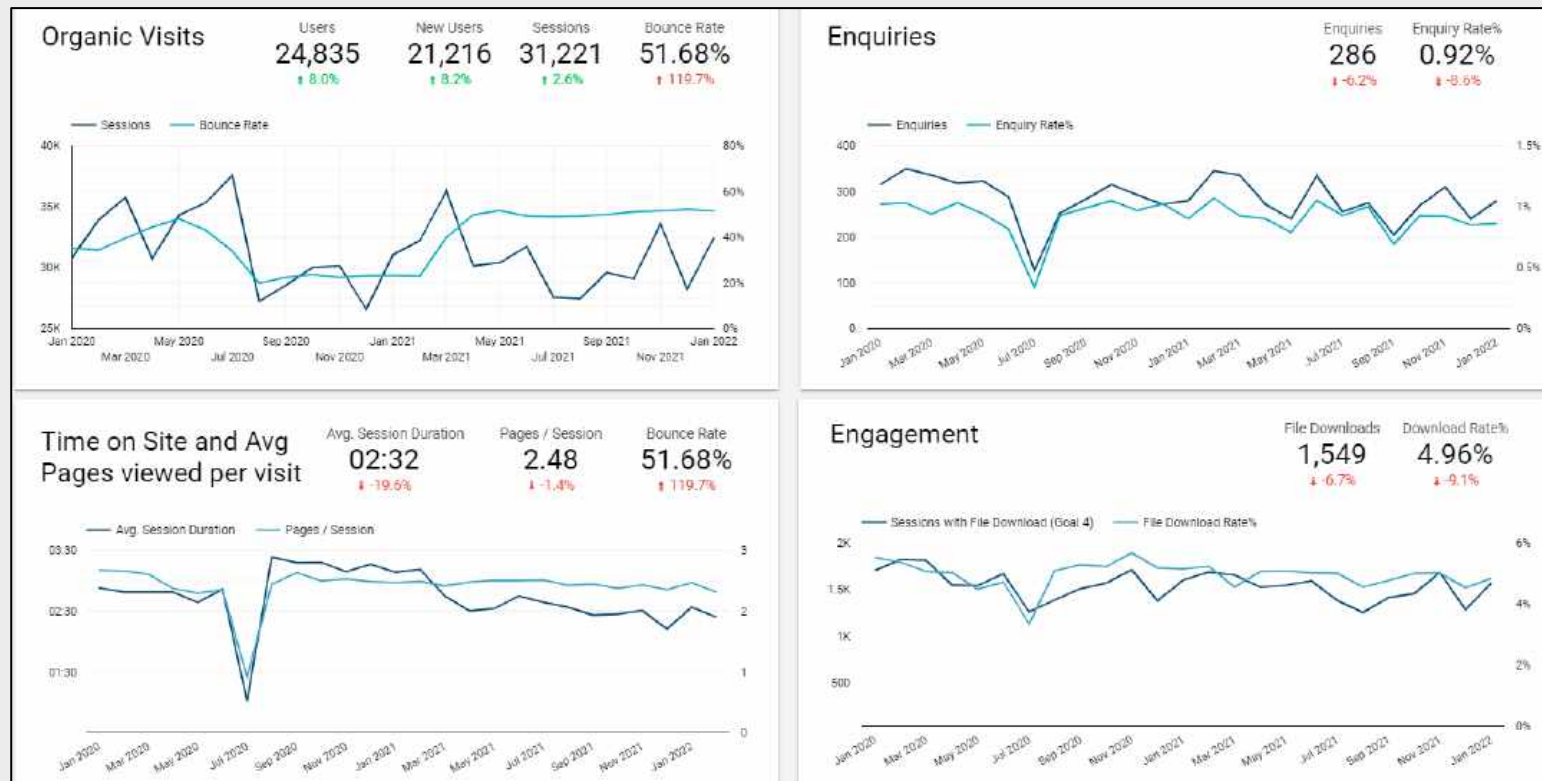
[Invisionapp.com](https://invisionapp.com) is also great for page wireframing and checking how content fits within a new template.



Benchmark SEO performance

Benchmark performance & compare

Note ALL SEO performance metrics before launch and set some KPIs. We use Google Data Studio to pull this all together.



Benchmark performance & compare

Note ALL SEO performance metrics before launch and set some KPIs. We use Google Data Studio to pull this all together.



3b) Development & Testing



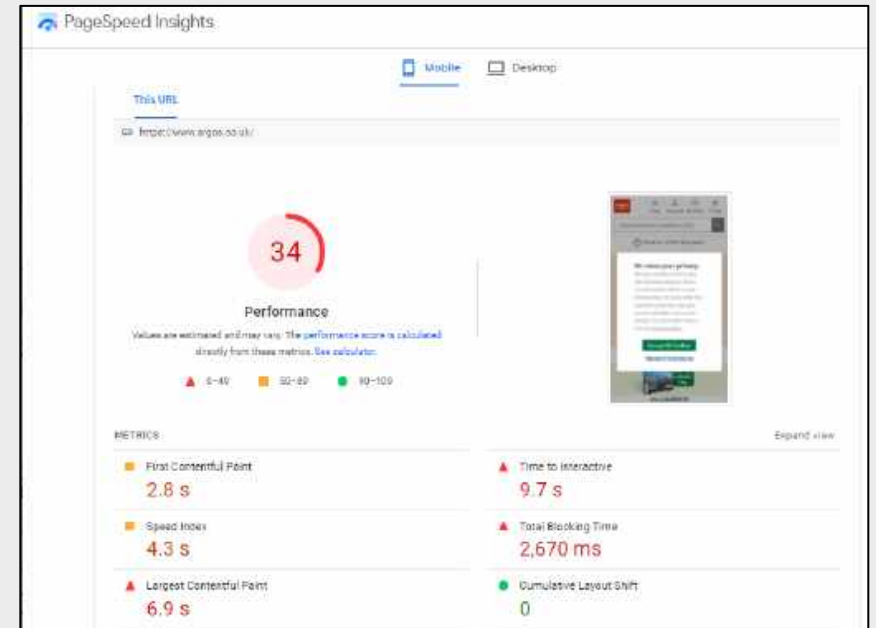
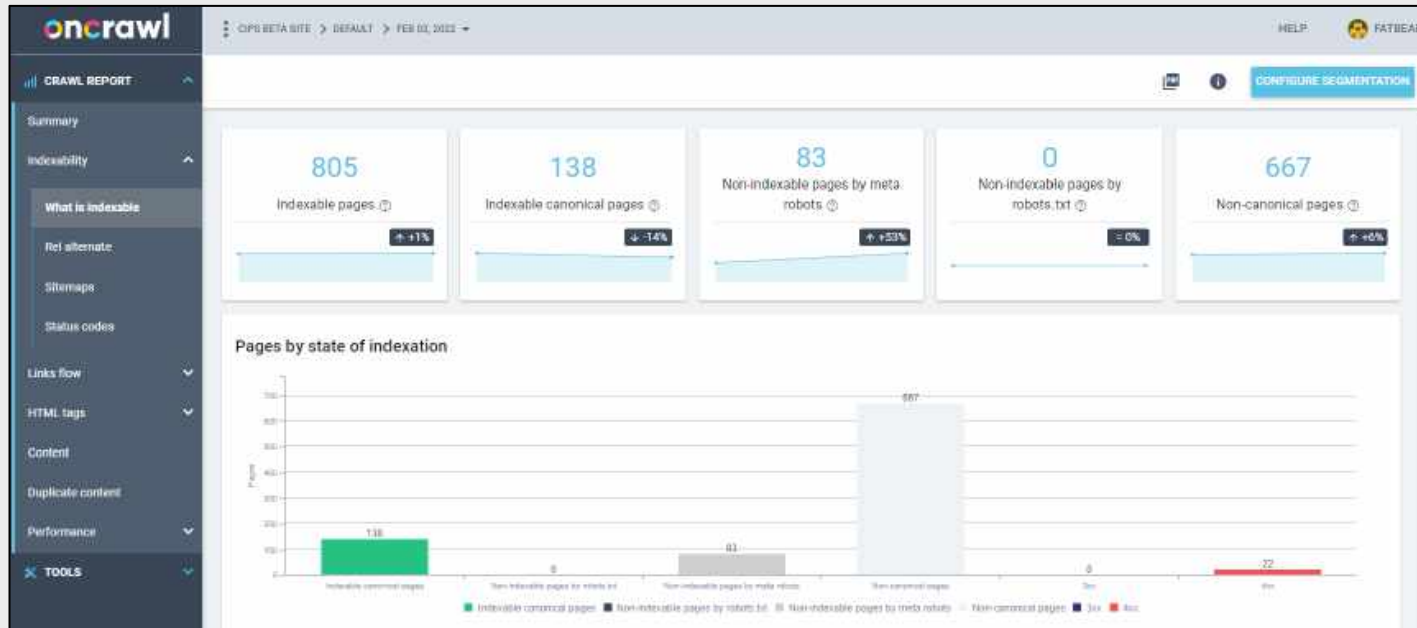
SEO performance

SEO elements (old & new site)



TECH ALERT!

1. Audit old site and fix technical and on-page issues – don't migrate issues!
2. Audit the beta site and ensure all elements are in place



SEO elements checklist



TECH ALERT!

SEO elements to audit/fix:

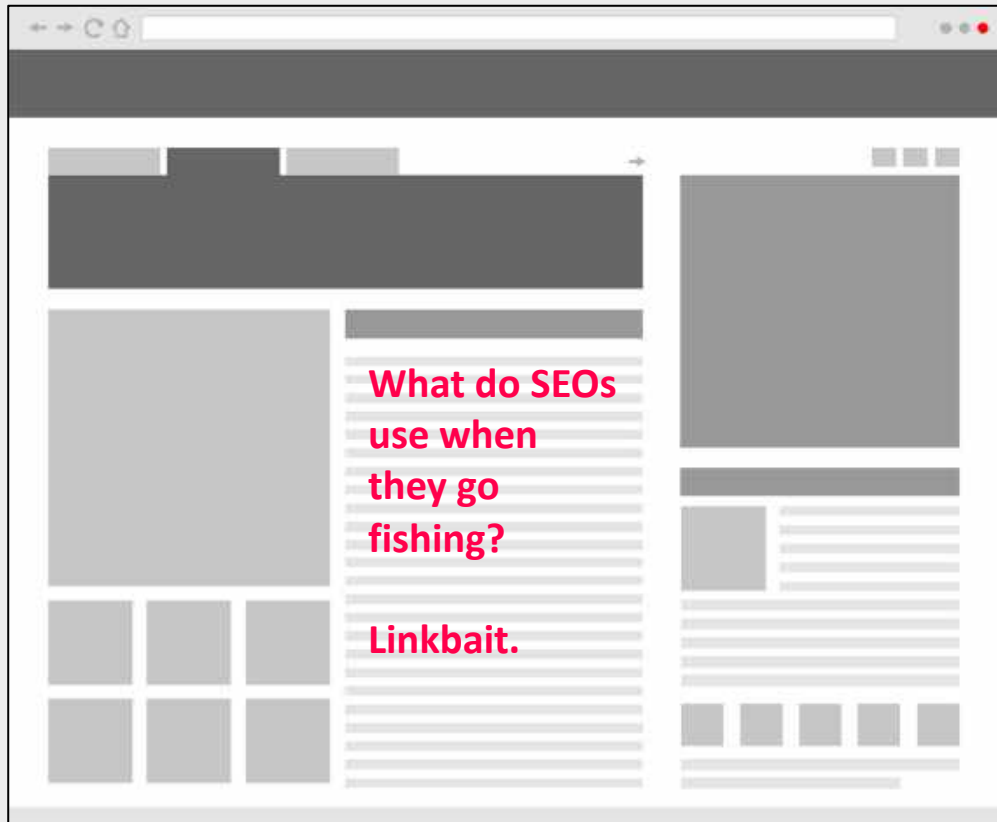
- URL length and format
- Title tags (too long/short/missing/duplicate)
- Meta description tags (too long/short/missing/duplicate)
- H1 tags / H2/H3 tags
- Self-referencing canonical tags
- HTML size and max fetch time
- HTTPs secure site and HTTP/2 protocol use
- Sitemap.xml up to date with live pages on the site
- Robots.txt file
- Pagination
- Href lang tags
- **NO** Keyword tags
- Add 'author' tags to blog posts
- Image file size and jpeg vs webp.
- JavaScript rendering
- Core Web Vitals and page load speed
- Mobile vs desktop UX and usability
- Set-up and configure Search Console accounts
- Set-up and configure tracking and reporting tools
- (WordPress) install and configure SEO plugins

Download full checklist: <https://bit.ly/anicca-migration-checklist>

Content vs design

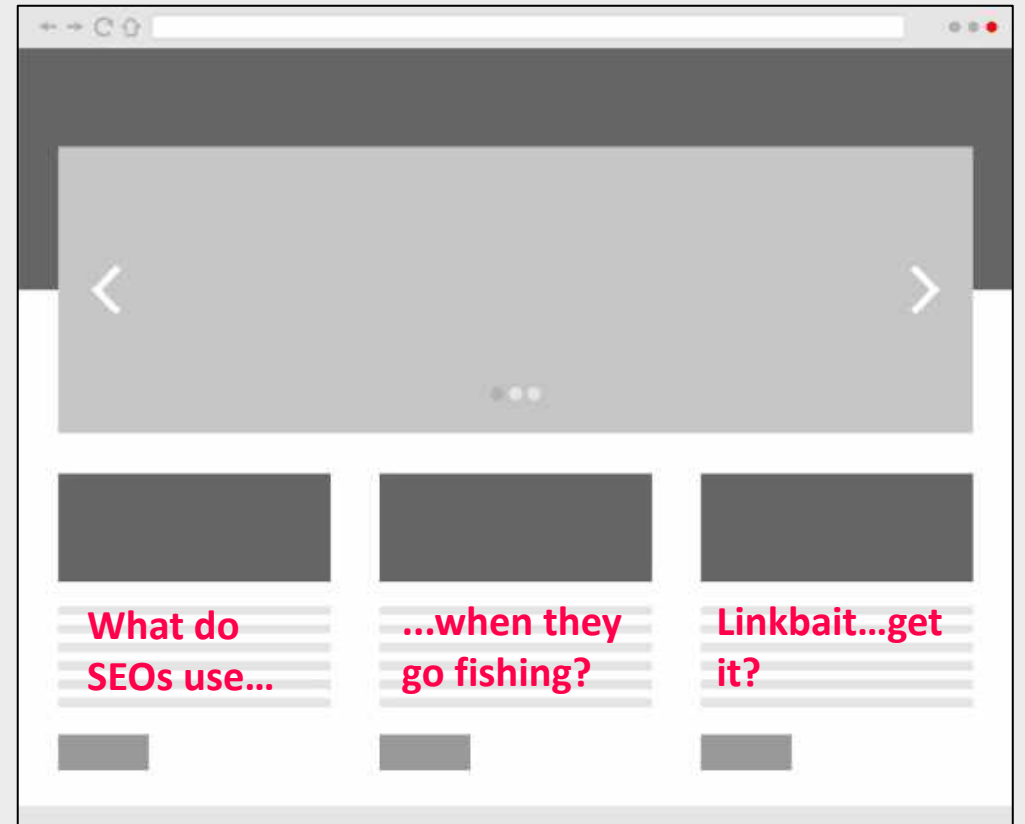
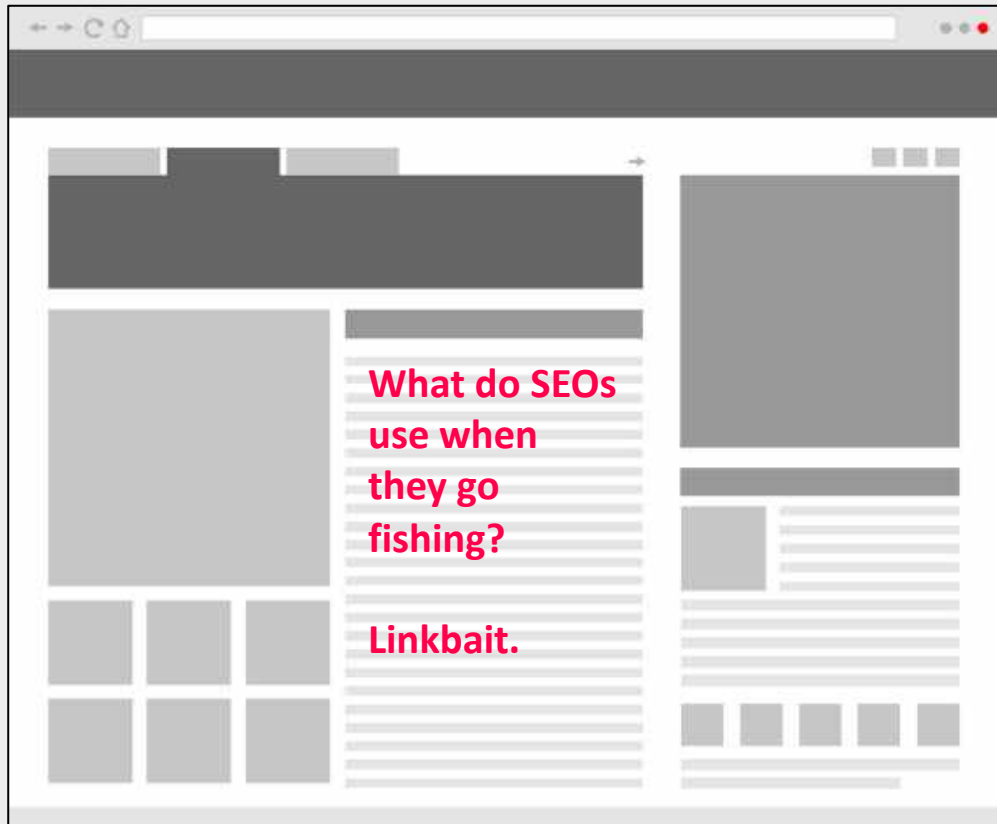
Old content vs new templates

Old content might not fit new templates (wordcounts, formatting, or flow of words broken-up text blocks).



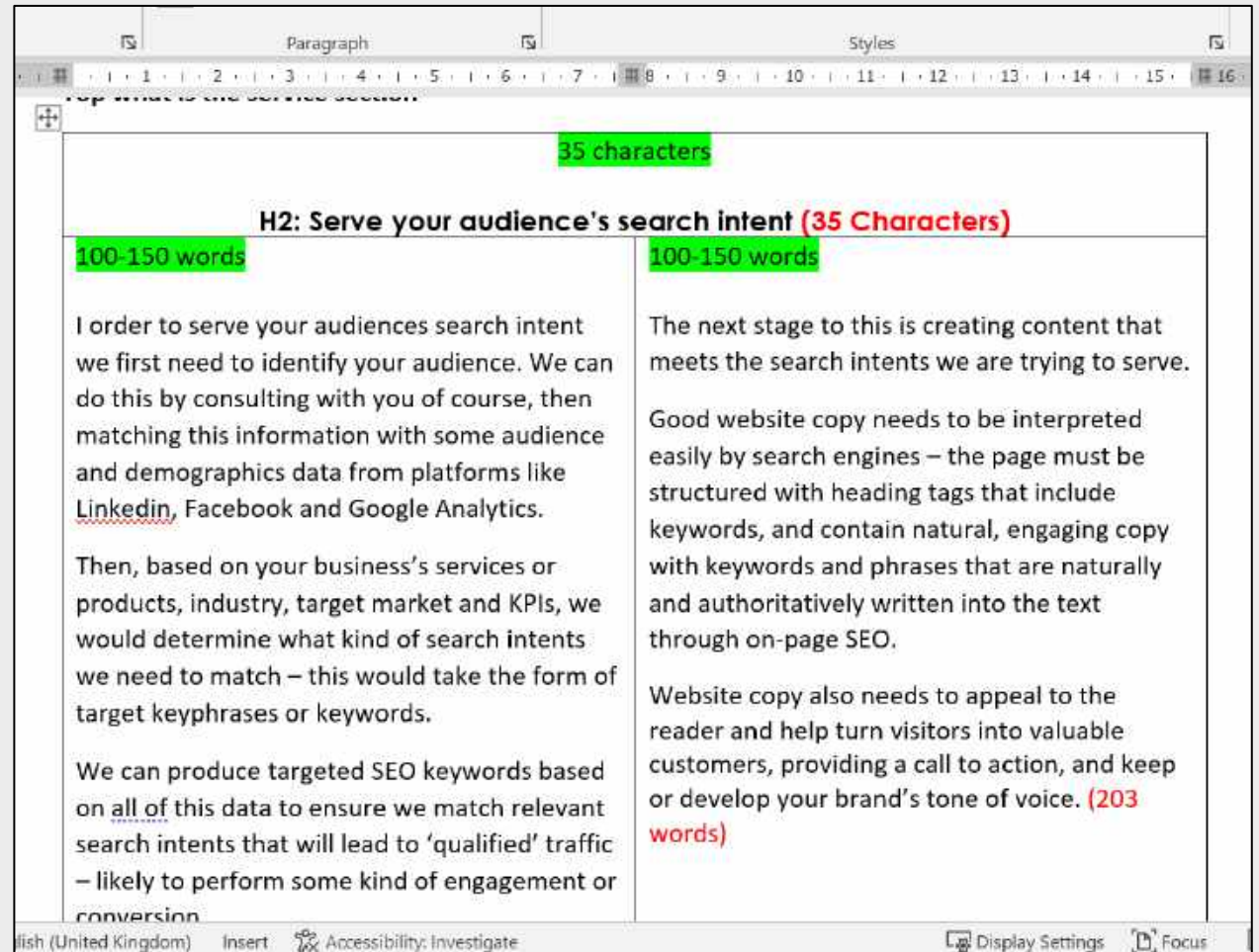
Old content vs new templates

Old content might not fit new templates (wordcounts, formatting, or flow of words broken-up text blocks).



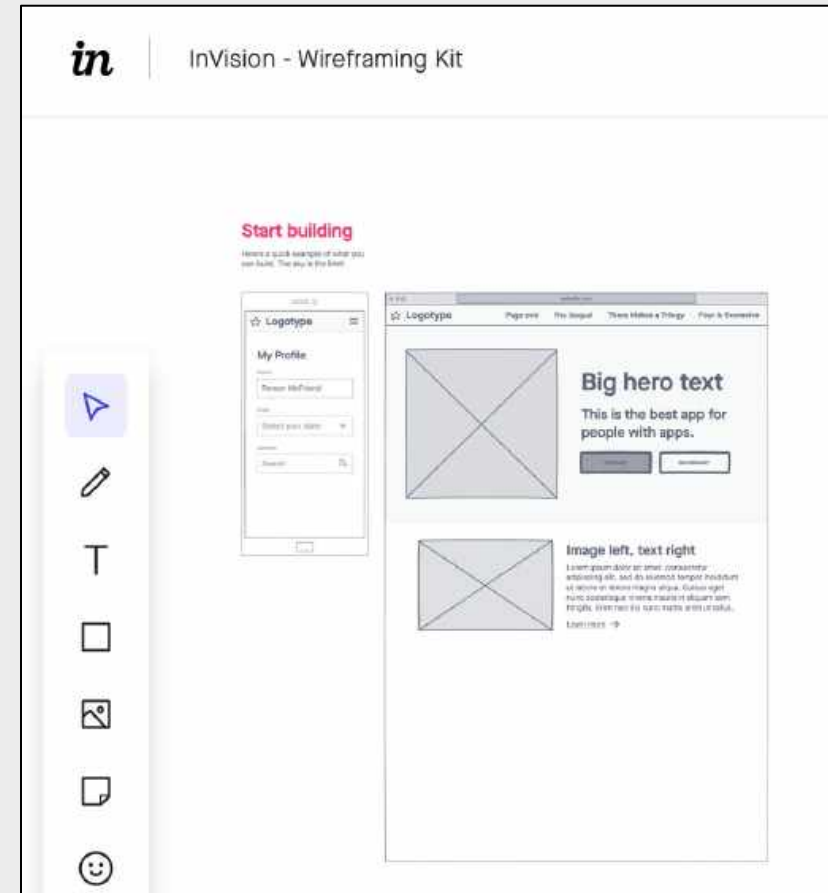
Old content vs new templates

Use a Word doc with text boxes, estimate wordcount limits.



Old content vs new templates

Or use a tool like <https://www.invisionapp.com/> to add text and better visualise the template.



Tracking



Tracking - Analytics

- You can **run the same 'property'** and **view** from Google Analytics on your beta site **or make a new 'view'**
- **Recreate and test** all **micro** and **macro conversion points** and **goals** (CTAs, forms, confirmation pages)



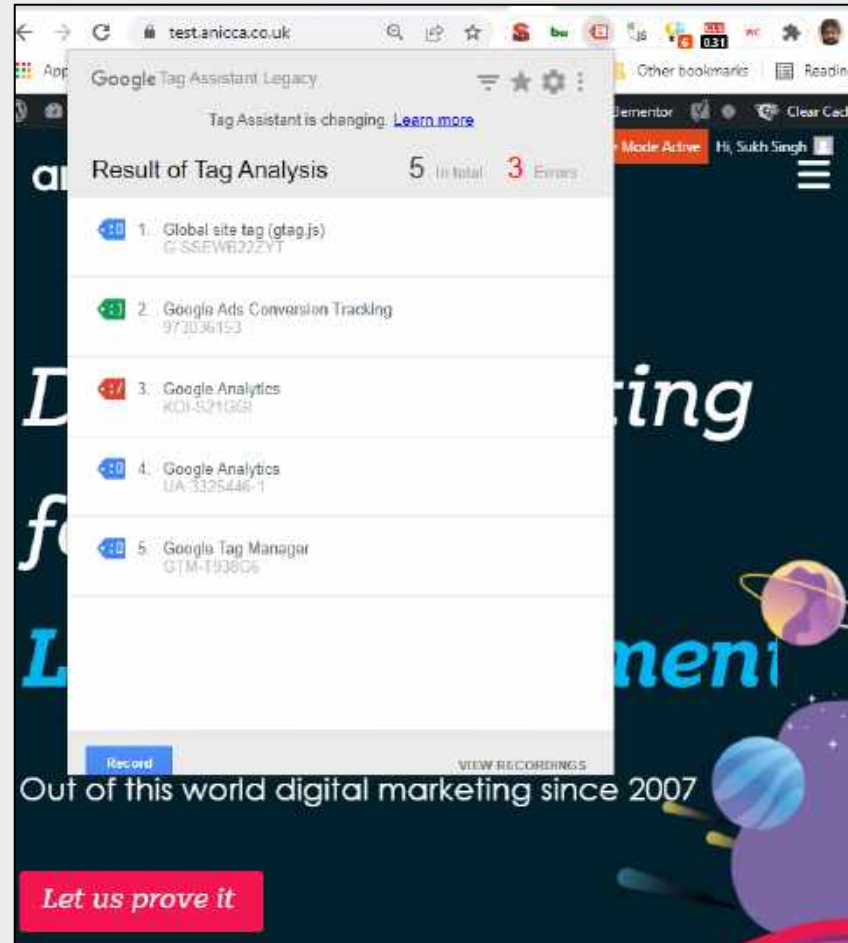
Tracking – View Source

Right-click 'view source' and look for code.

```
132 Title: GTM Code
133 Type: elementor_snippet
134 Author: Brad Longman
135 Last edited: 2021-12-01 15:06:32
136 --- The comment is visible only for administrators ---
137 -->
138 <!-- Google Tag Manager -->
139 <script>(function(w,d,s,l,i){w[l]=w[l]||[];w[l].push({'gtm.start':
140 new Date().getTime(),event:'gtm.js'});var f=d.getElementsByTagName(s)[0],
141 j=d.createElement(s),dl=l!='dataLayer'?'&l='+l:'';j.async=true;j.src=
142 'https://www.googletagmanager.com/gtm.js?id='+i+dl;f.parentNode.insertBefore(j,f
143 })(window,document,'script','dataLayer','GTM-T938G6');</script>
144 <!-- End Google Tag Manager -->
145
146 <!-- End of snippet -->
147 <style type="text/css" media="print">#wpadminbar { display:none; }</style>
148   <style type="text/css" media="screen">
149     html { margin-top: 32px !important; }
```

Tracking – Tag Assistant

Use Tag Assistant to check code found and issues.

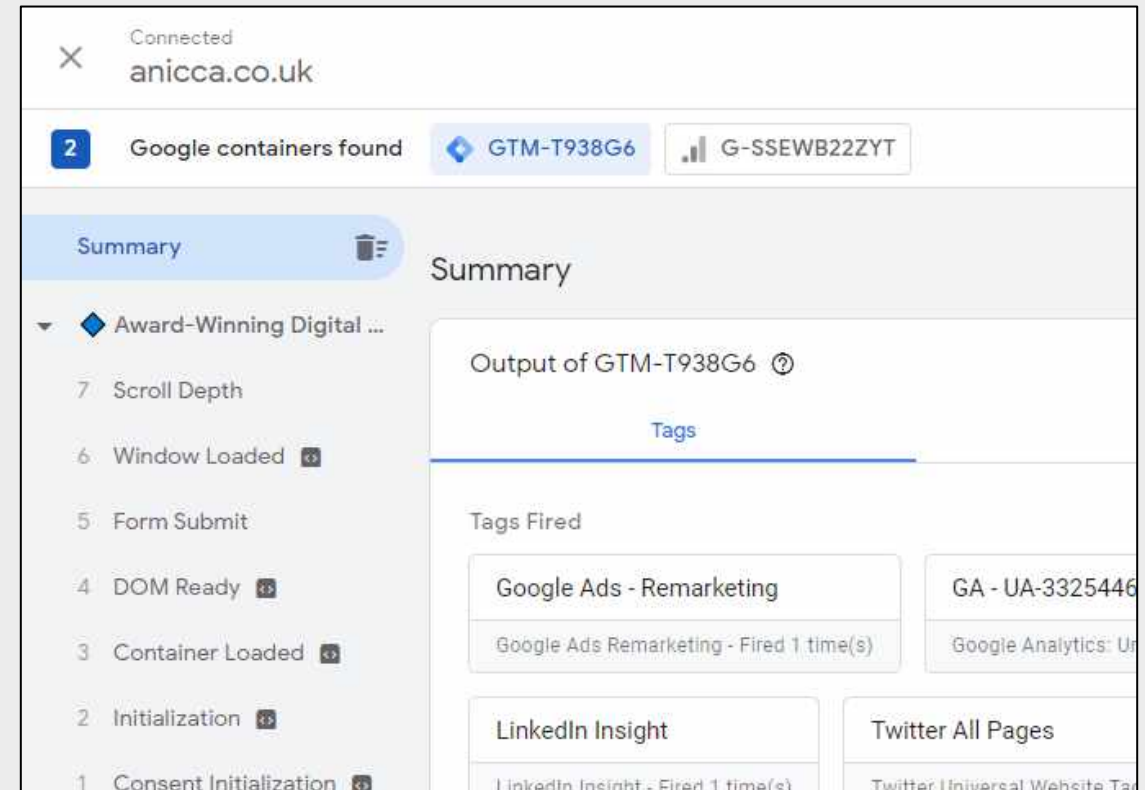
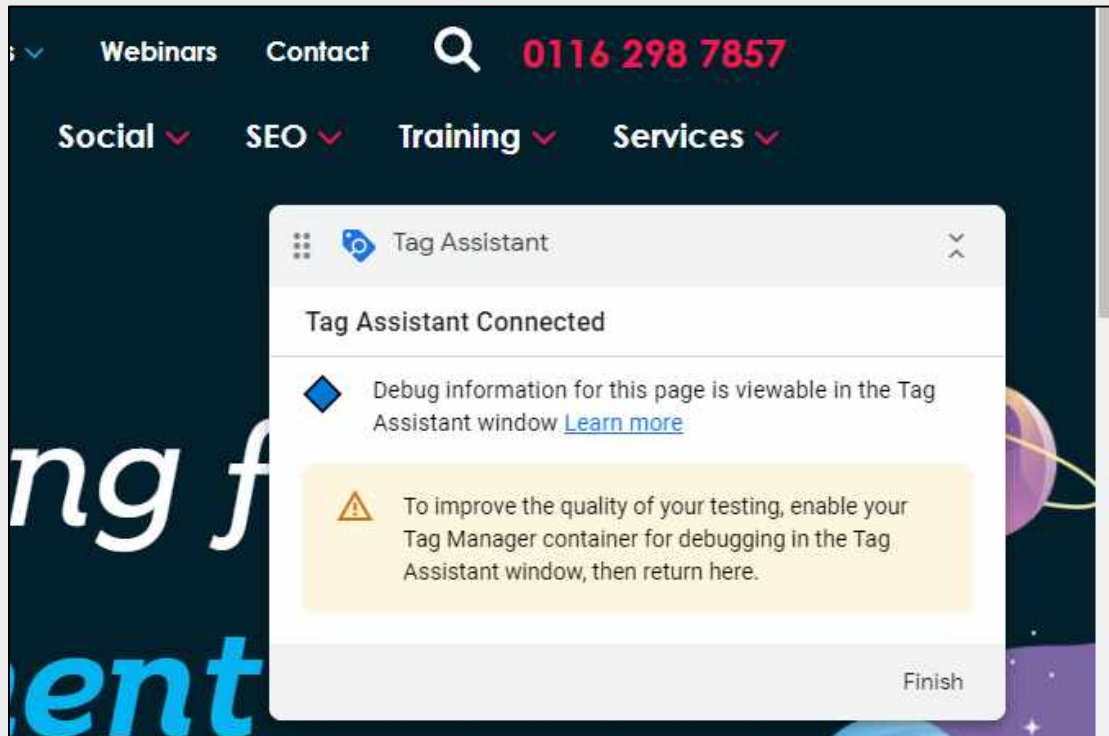


TECH ALERT!



Tracking – Tag Manager

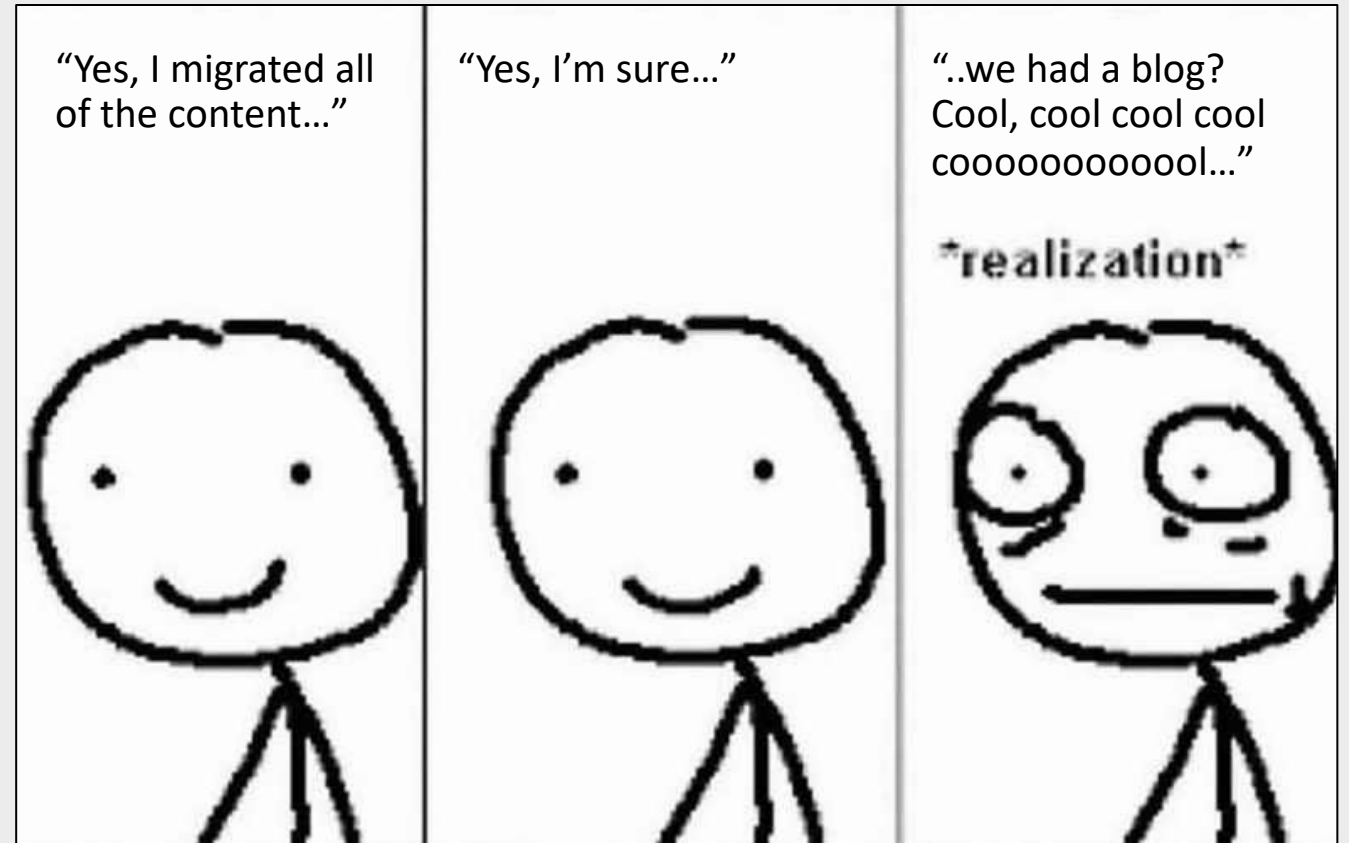
Log into Google Tag Manager, click on 'preview' and this will debug all of the actions you perform that involves 'events'.



Back-ups

Back-up your site

- If you are making any significant changes to the **visuals**, **URLs** and **content**
- Back it up regularly anyway (in case of **viruses** / general **mistakes**)

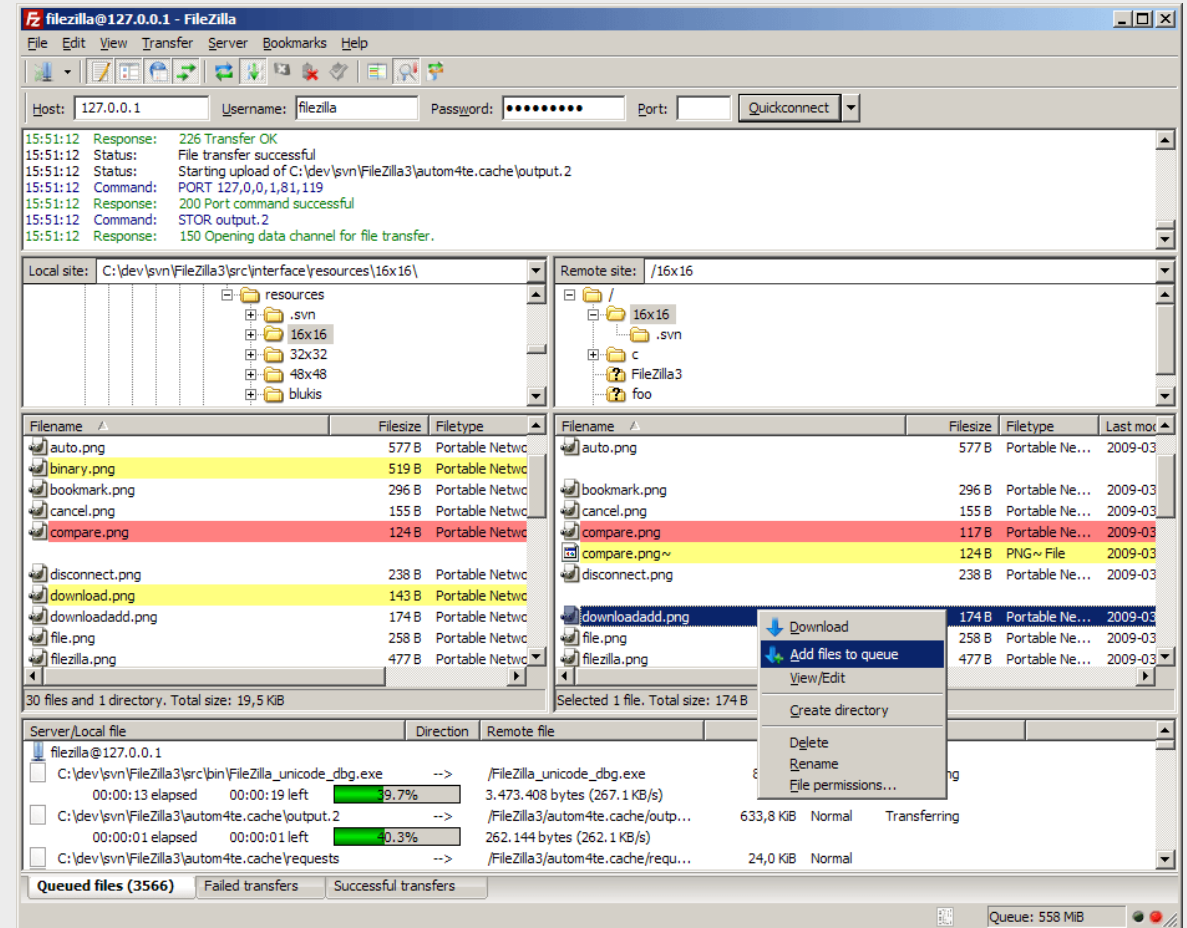


Back-up: Manually using FTP



TECH ALERT!

1. Download an FTP client like <https://filezilla-project.org/>
2. Connect (host, username, pw)
3. Download “publichtml” or if WordPress – “wp-content” folder and “wp-config.php” file



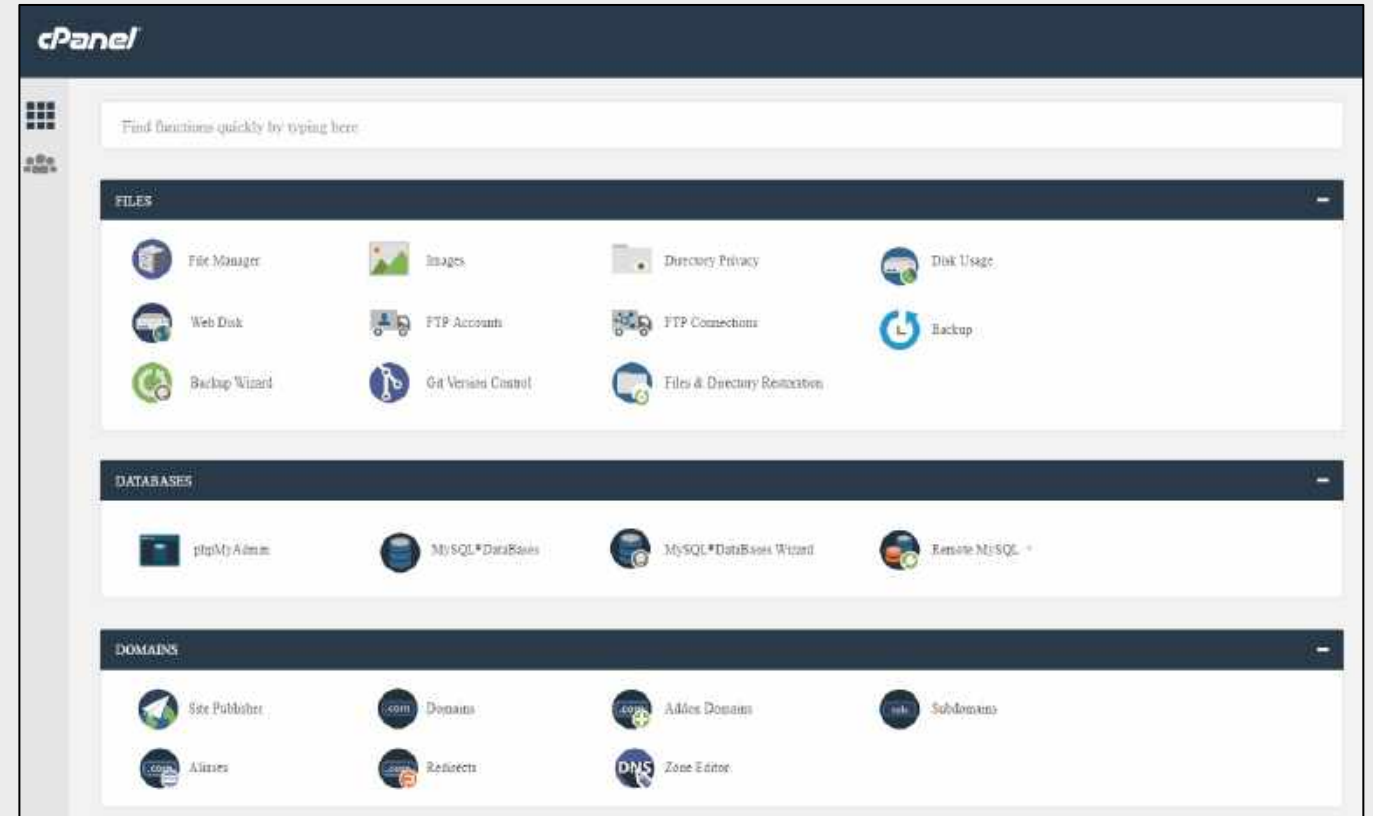
Back-up: Cpanel



TECH ALERT!

Cpanel makes it easy to control your site and server.

1. Basically, select 'backup'
2. Download a full site backup
3. Select 'home directory'
4. Enter email to get notified when
5. Select 'generate backup' to begin 'full cpanel backup'
6. Download the file



Back-up: WP Plugins

**TECH ALERT!**

<https://updraftplus.com> is one of the top free plugins that can back-up your site to the cloud or locally.

It also has a paid 'premium' version with more back-up options.

UpdraftPlus Backup/Restore

[UpdraftPlus.Com](#) | [Premium](#) | [News](#) | [Twitter](#) | [Support](#) | [Newsletter sign-up](#) | [Lead developer's homepage](#) | [FAQs](#) | [More plugins](#) - Version: 1.14.12

Backup / Restore | Migrate / Clone | Settings | Advanced Tools | Premium / Extensions

Next scheduled backups:

Files: Sun, August 19, 2018 00:05	Database: Sun, August 19, 2018 00:05	Backup Now
Time now: Tue, August 14, 2018 14:38		

Last log message: [Download most recently modified log file](#)

Local files deleted: 4. Remote files deleted: 0 (Aug 14 14:50:53)

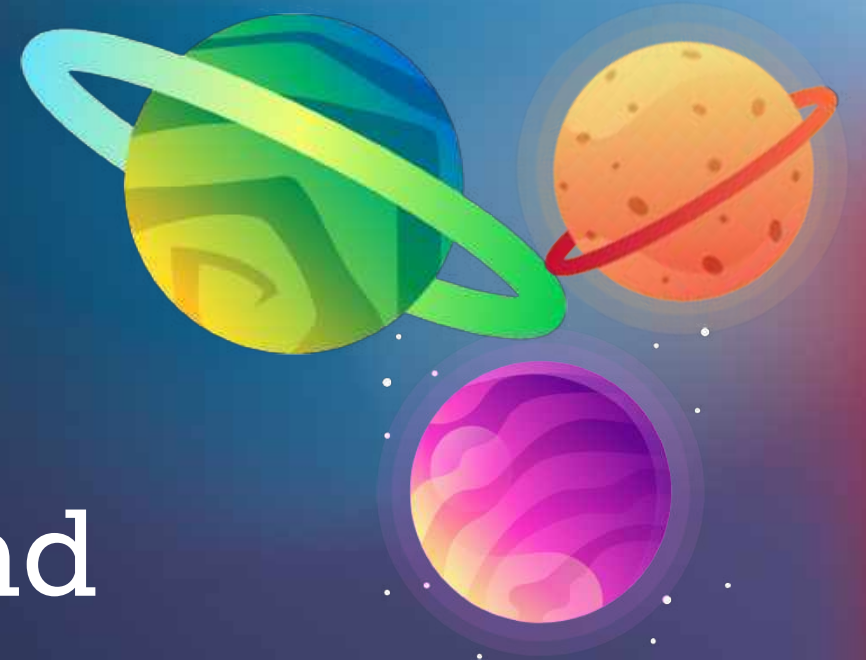
Existing Backups 2

More tasks: [Upload backup files](#) | [Rescan local folder for new backup sets](#) | [Rescan remote storage](#)

<input type="checkbox"/>	Backup date	Backup data (click to download)	Actions
<input type="checkbox"/>	Aug 12, 2018 17:15	Database Plugins Themes Uploads Others	Restore Delete View Log
<input type="checkbox"/>	Aug 06, 2018 7:21	Plugins Uploads Others	Restore Upload Delete View Log

Actions upon selected backups [Delete](#) [Select all](#) [Deselect](#) Use ctrl / cmd + press to select several items

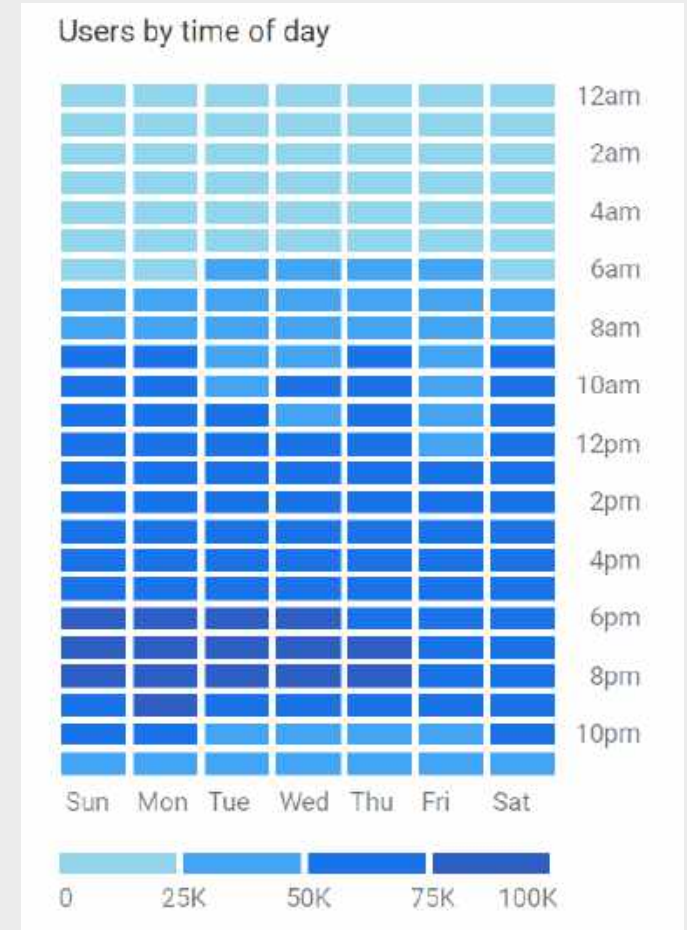
3c) Launch and Live Testing



Going Live!

Set a proper day & time to launch

- **Not on a Friday afternoon**
- Try a Tuesday morning (if Mondays are full of meetings)
- If you cover multiple regions, pick a good day/time via Google Analytics report 'Users by time of day'



Soft or hard launch

- **Soft-launch:** No marketing. Allows you to beta test a live site before shouting about it after. **IDEAL.**

Soft or hard launch

- **Soft-launch:** No marketing. Allows you to beta test a live site before shouting about it after. **IDEAL.**
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Soft or hard launch

- **Soft-launch:** No marketing. Allows you to beta test a live site before shouting about it after. **IDEAL.**
- **Hard-launch:** Guns blazing, marketing, hit live, test, monitor. **Only if resolved most issues beforehand.**
- **Incremental launch:** For multiple regions or directories that have different audiences, it's beneficial to launch in stages. **IDEAL.**

Example of a launch schedule

This is an aspirational schedule – it's not always as organised as this!

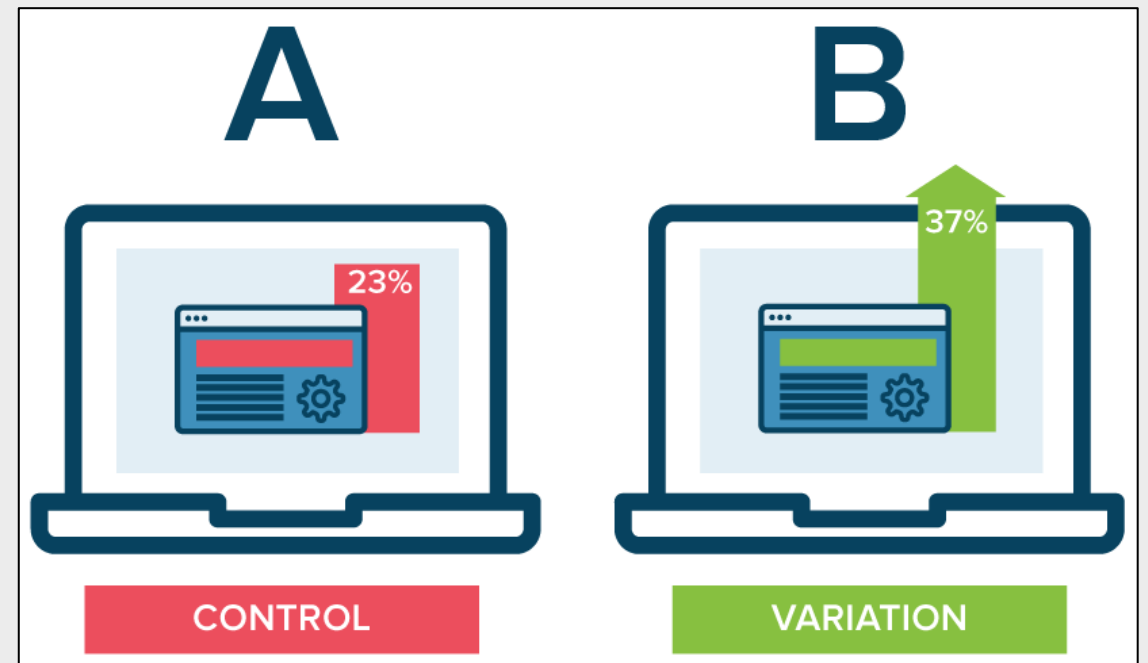
Stage	Task	Owner	Days Req.	Status	Deadline	week-11	week-12	week-13	week-14	week-15	week-16	week-17	week-18	week-19	week-20	week-21	week-22	week-23
Soft-launch	Test: A/B test old/new site via Optimizely	GB			22/03/2022	█	█											
	Test functionality	GB			22/03/2022	█	█											
	Test: Crawl/re-crawl and audit staging site for on-page and techn	SS			22/03/2022	█	█											
	Test: redirects	SS			22/03/2022	█	█											
	Monitor tracking and performance (for 6-12 months after)	SS			12/03/2022	█	█	█	█									
	Implement changes	AH			19/04/2022	█	█	█	█	█								
	Hard launch: marketing	SS			26/04/2022					█	█	█	█	█	█	█	█	█
	Crawl, test again, monitor all metrics and make changes	SS, AH, ET			3-6 months						█	█	█	█	█	█	█	█
	Total days:																	



A/B testing

You could A/B test your live audience using the old site as your 'control' and the new site as your 'variation'.

We've used Google Optimize (<https://optimize.google.com/>) and it's feature-rich (free and paid version).



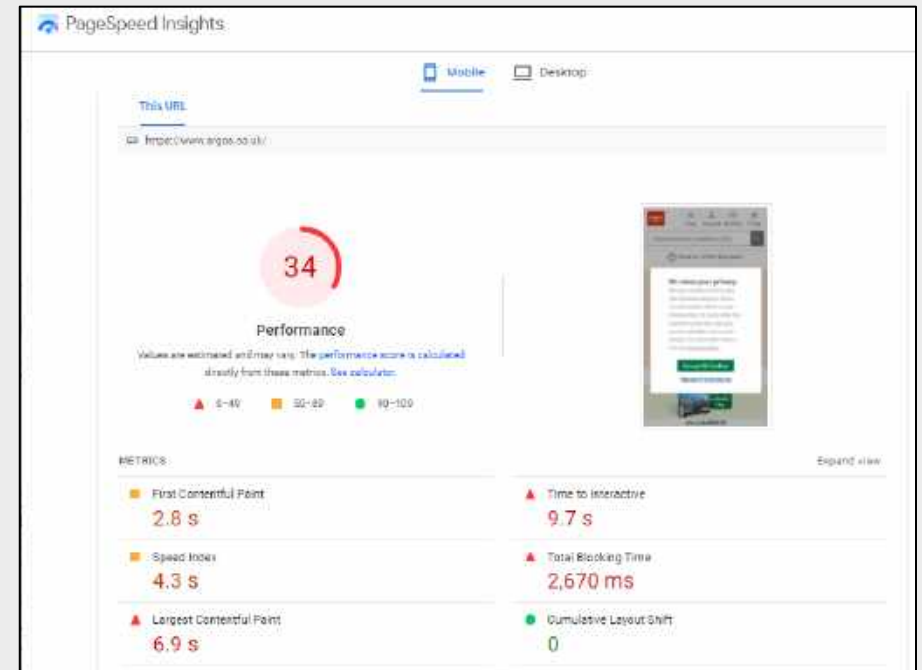
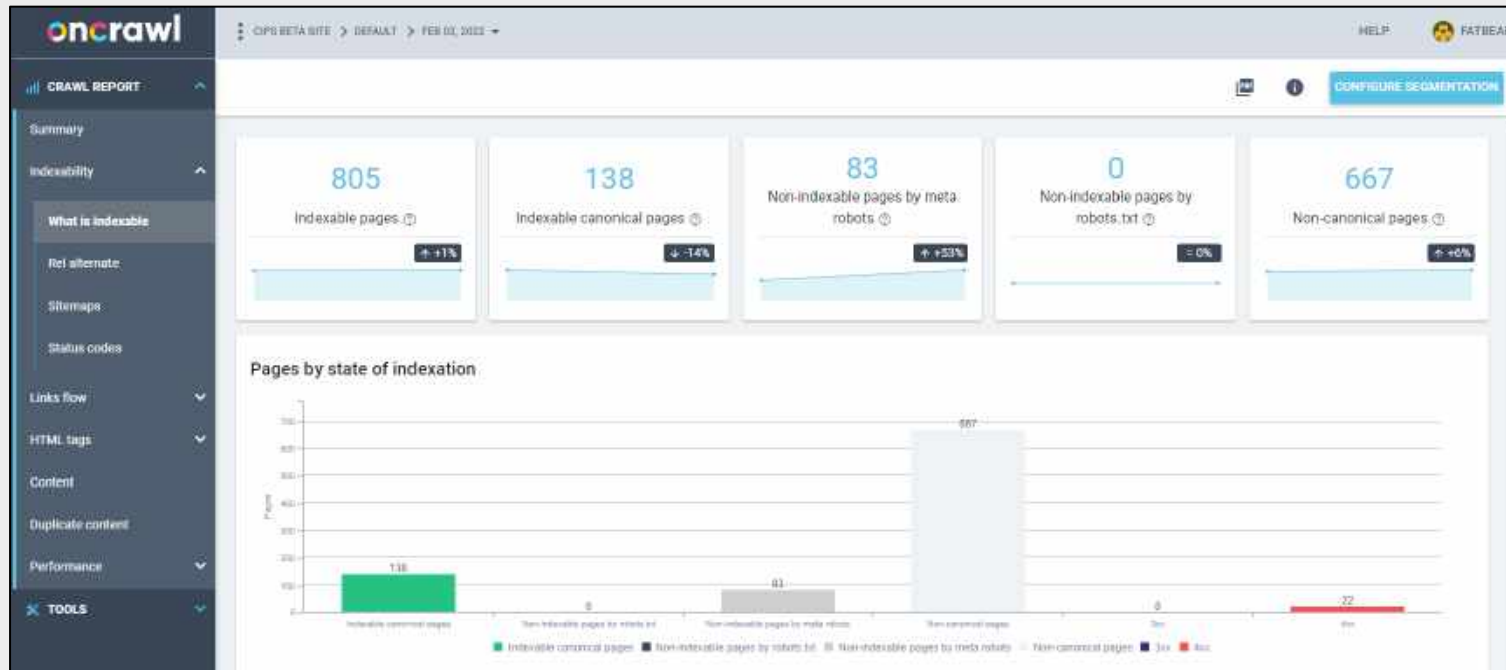
Re-audit & testing

Re-audit technical SEO issues



TECH ALERT!

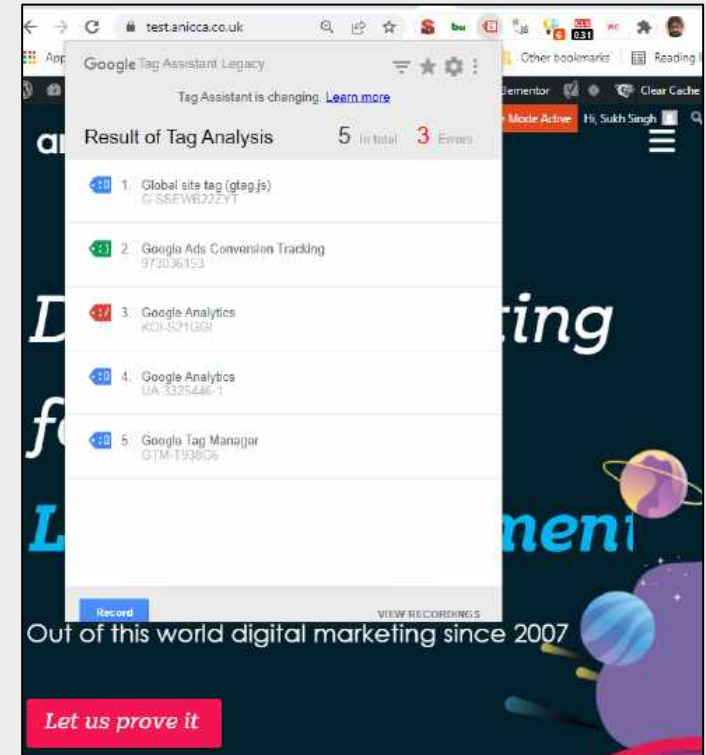
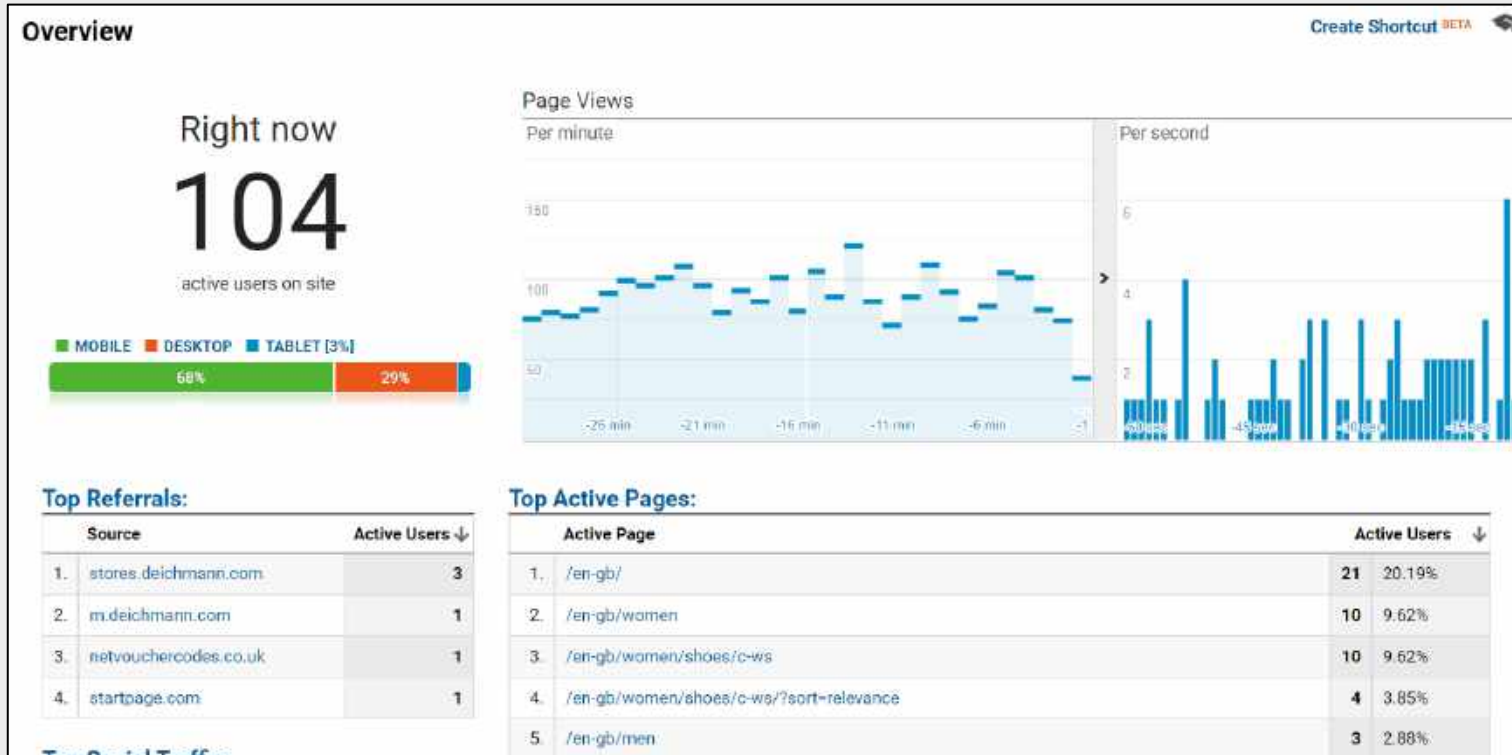
Re-audit – its likely most issues were not resolved during pre-launch testing.





Test tracking is working

Check your tracking code is live (view source), use the 'real-time' report in Google Analytics, test some conversions and your tags in Tag Manager.

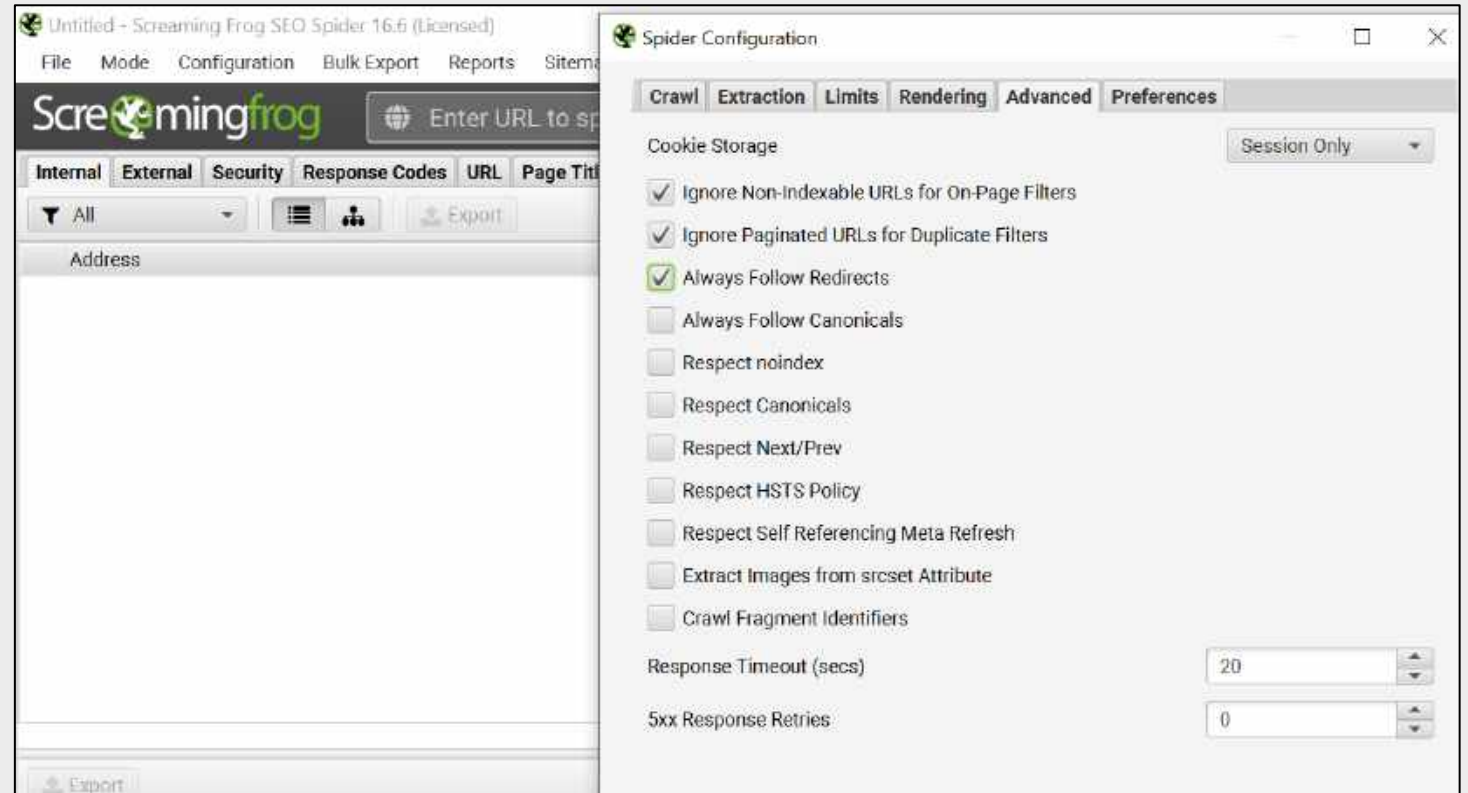


Test redirects



TECH ALERT!

1) Go to 'Configuration', 'Spider', 'Advanced' then check "Always follow redirects".



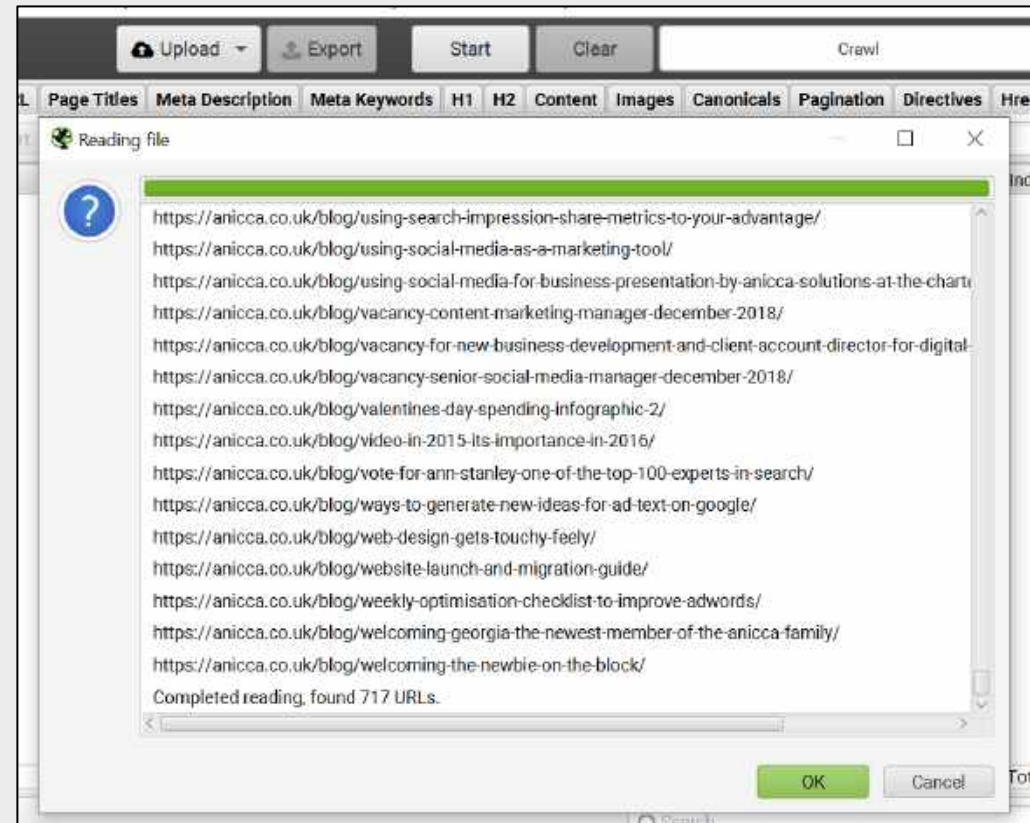
<https://www.screamingfrog.co.uk/seo-spider/>

Test redirects

2) Paste or upload a list of pre-launch URLs into under 'list mode'.



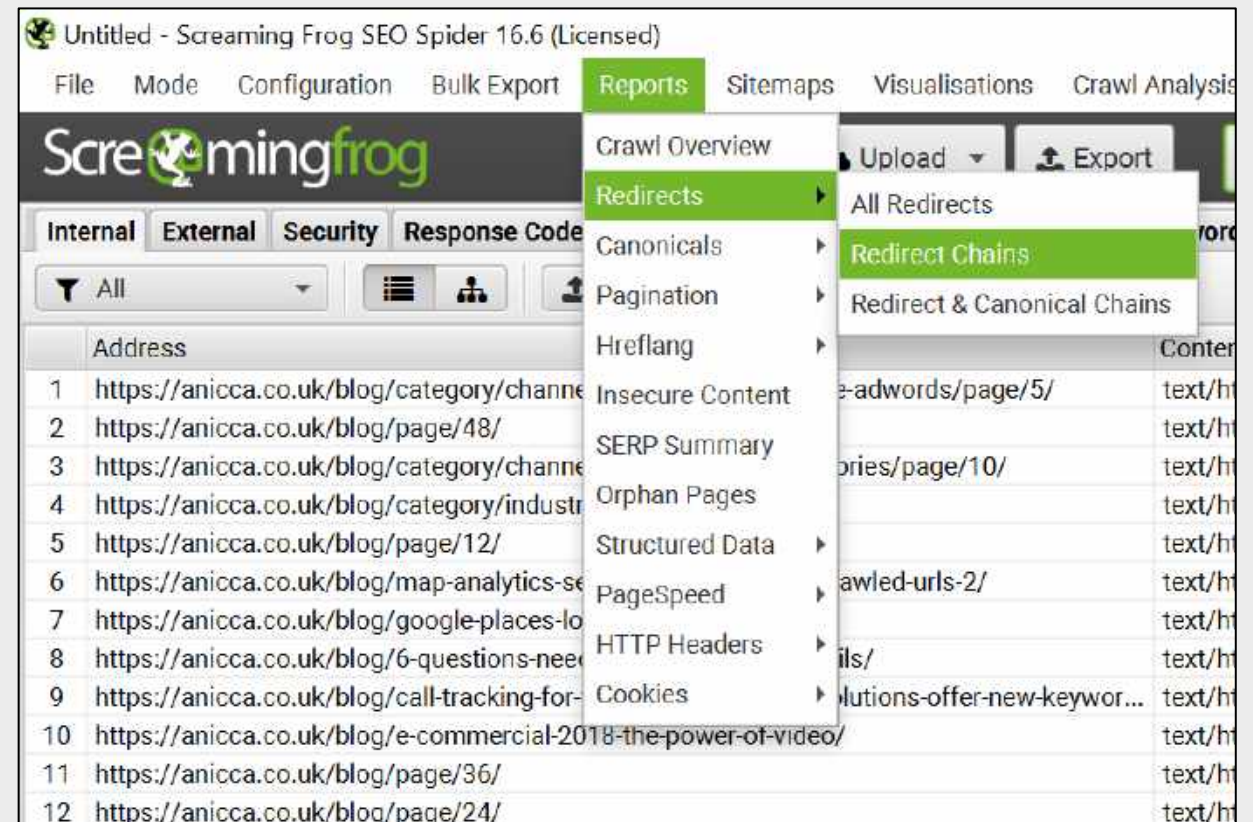
TECH ALERT!



<https://www.screamingfrog.co.uk/seo-spider/>

Test redirects

3) Export a report under 'Reports', 'Redirects' and 'Redirect Chains' to see all status codes and specific URLs that result in chains.

**TECH ALERT!**

<https://www.screamingfrog.co.uk/seo-spider/>



Test redirects

Check for redirect loops, 404 errors, and if our **final redirects** match the **planned redirect** destinations.

Formula:
'=D2=F2'

	A	B	C	D	E	F	G
	Number of Redirects	Loop	STARTING URL	FINAL URL	Final Status Code	PLANNED URL	REDIRECT MATCH?
1							
2	0	FALSE	https://anicca.co.uk/blog/	https://anicca.co.uk/blog/	301	https://anicca.co.uk/blog/	TRUE
3	0	FALSE	https://anicca.co.uk/blog/11-tips-for-using-instagram	https://anicca.co.uk/blog/11-tips-for-using-instagram	301	https://anicca.co.uk/blog/	FALSE
4	3	FALSE	https://anicca.co.uk/blog/12-reasons-why-content-m	https://anicca.co.uk/blog/12-reasons-why-content-m	301	https://anicca.co.uk/blog/12-reasons-why-content-marketin	TRUE
5	0	TRUE	https://anicca.co.uk/blog/12-things-we-learnt-at-e-co	https://anicca.co.uk/blog/12-things-we-learnt-at-e-co	301	https://anicca.co.uk/blog/12-things-we-learnt-at-e-commer	TRUE
6	0	FALSE	https://anicca.co.uk/blog/14-ways-to-mastering-your	https://anicca.co.uk/blog/14-ways-to-mastering-you	301	https://anicca.co.uk/blog/14-ways-to-mastering-your-photo	TRUE
7	0	FALSE	https://anicca.co.uk/blog/18-top-tips-on-how-to-crea	https://anicca.co.uk/blog/18-top-tips-on-how-to-crea	301	https://anicca.co.uk/blog/18-top-tips-on-how-to-create-an	TRUE
8	0	FALSE	https://anicca.co.uk/blog/19-things-we-learnt-at-leic	https://anicca.co.uk/blog/19-things-we-learnt-at-leic	301	https://anicca.co.uk/blog/19-things-we-learnt-at-leicester-d	TRUE
9	0	FALSE	https://anicca.co.uk/blog/2013-november-ppc-boot-c	https://anicca.co.uk/blog/2013-november-ppc-boot-	301	https://anicca.co.uk/blog/2013-november-ppc-boot-camp-t	TRUE
10	0	FALSE	https://anicca.co.uk/blog/2015-practical-guide-to-go	https://anicca.co.uk/blog/2015-practical-guide-to-go	301	https://anicca.co.uk/blog/2015-practical-guide-to-google-sh	TRUE
11	0	FALSE	https://anicca.co.uk/blog/2018-social-media-review/	https://anicca.co.uk/blog/2018-social-media-review/	301	https://anicca.co.uk/blog/2018-social-media-review/	TRUE
12	0	FALSE	https://anicca.co.uk/blog/2018s-pr-winners-and-lose	https://anicca.co.uk/blog/2018s-pr-winners-and-lose	301	https://anicca.co.uk/blog/2018s-pr-winners-and-losers/	TRUE
13	0	FALSE	https://anicca.co.uk/blog/25-off-analytics-services-2017-early-bird-offer/		404	https://anicca.co.uk/blog/25-off-analytics-services-2017-ear	FALSE
14	0	FALSE	https://anicca.co.uk/blog/2nd-seo-monitor-search-boot-camp/		404	https://anicca.co.uk/blog/2nd-seo-monitor-search-boot-can	FALSE
15	0	FALSE	https://anicca.co.uk/blog/3-new-ppc-tools/		404	https://anicca.co.uk/blog/3-new-ppc-tools/	FALSE
16	0	FALSE	https://anicca.co.uk/blog/5-assumptions-about-your-online-traffic/		404	https://anicca.co.uk/blog/5-assumptions-about-your-online	FALSE
17	0	FALSE	https://anicca.co.uk/blog/5-essential-seo-plugins-for-wordpress/		404	https://anicca.co.uk/blog/5-essential-seo-plugins-for-wordp	FALSE
18	0	FALSE	https://anicca.co.uk/blog/5-great-ways-to-incorporate-social-shopping-into-your-digital-marketing-strategy		404	https://anicca.co.uk/blog/5-great-ways-to-incorporate-social	FALSE
19	0	FALSE	https://anicca.co.uk/blog/5-key-takeaways-from-the-paid-social-show-at-brighton-seo-2019/		404	https://anicca.co.uk/blog/5-key-takeaways-from-the-paid-s	FALSE

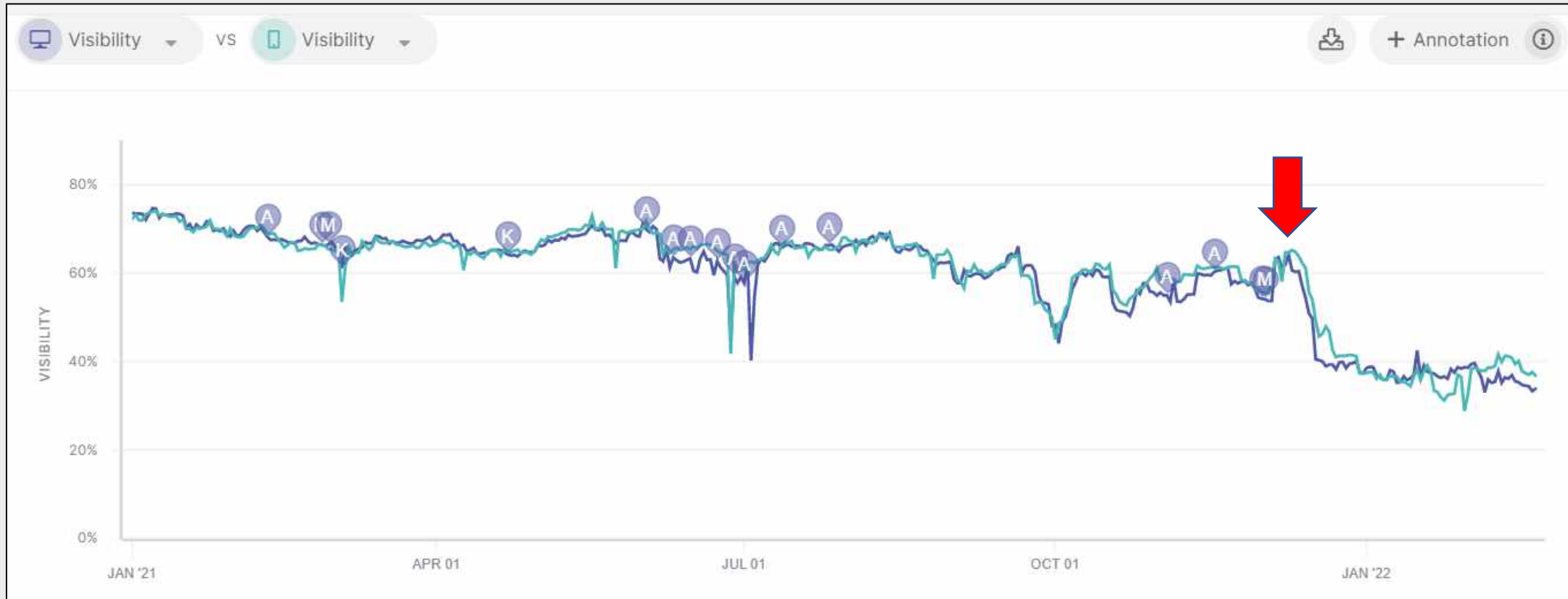
Measuring success (KPI)

KPIs: Revisit and check - ongoing

Revisit the KPIs you defined before launch and **monitor for at least 3-6 months after** – comparing year on year to exclude seasonal trends.

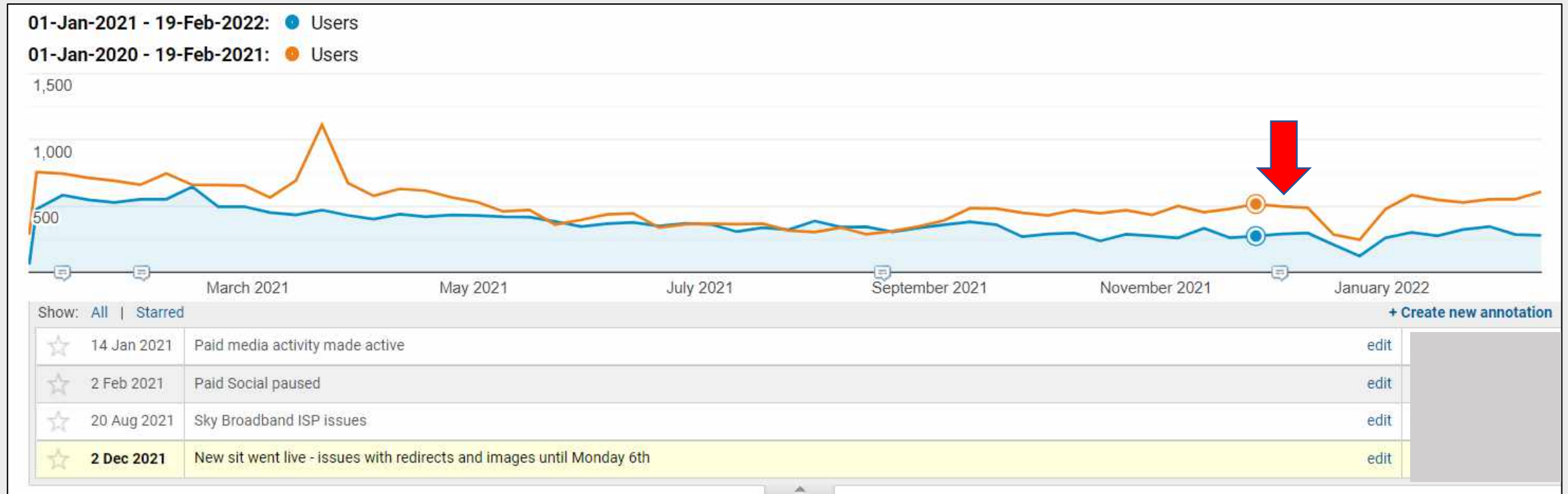
KPIs: Keyword visibility

Add a note when you launch in your rank tracking tool e.g. SEOmonitor.

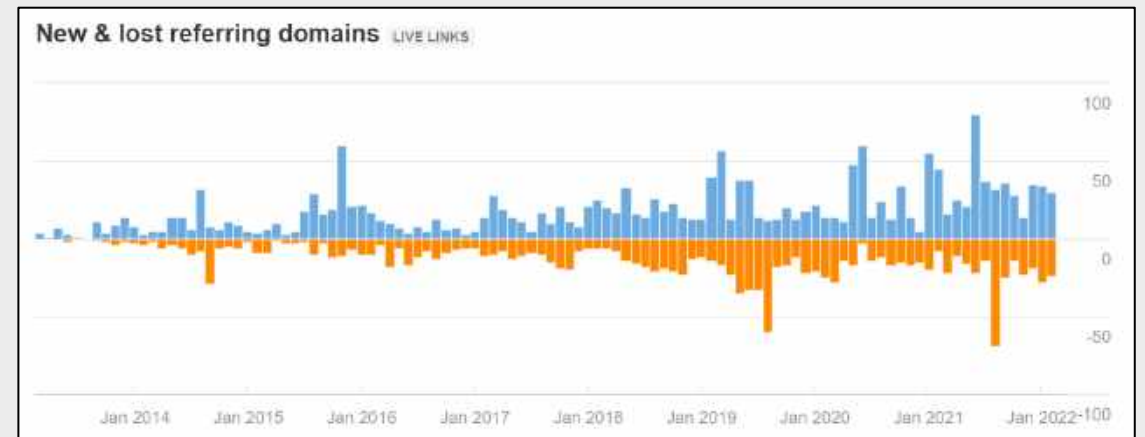
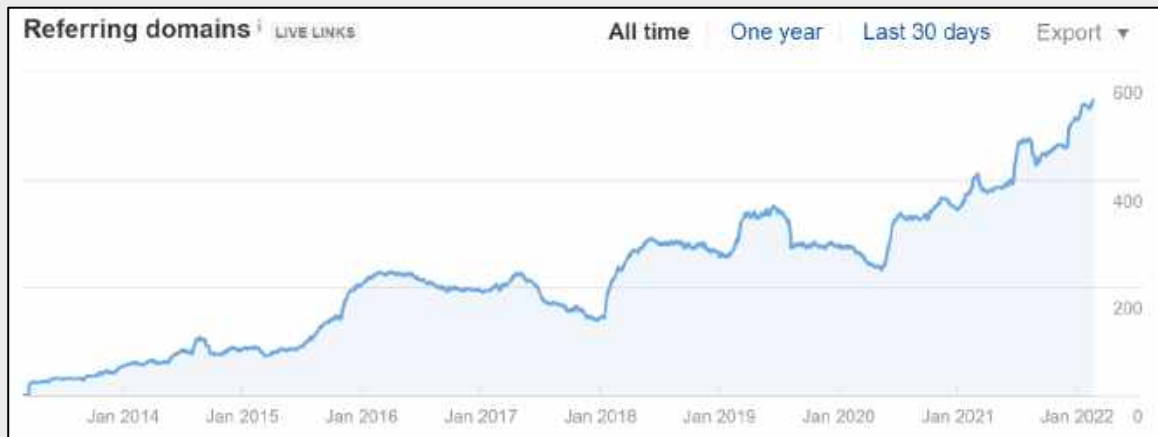
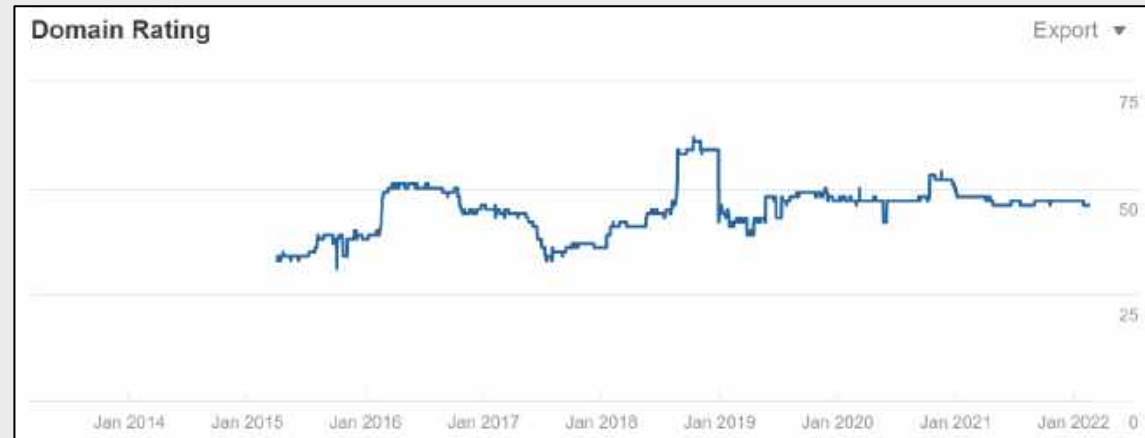


KPIs: Traffic / conversions (YoY)

Add a note in **Analytics** when you launch.



KPIs: Domain authority (YoY)

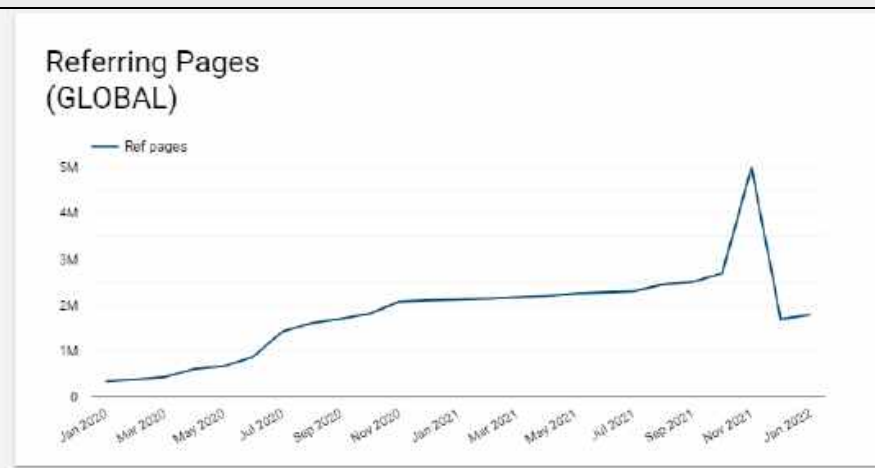
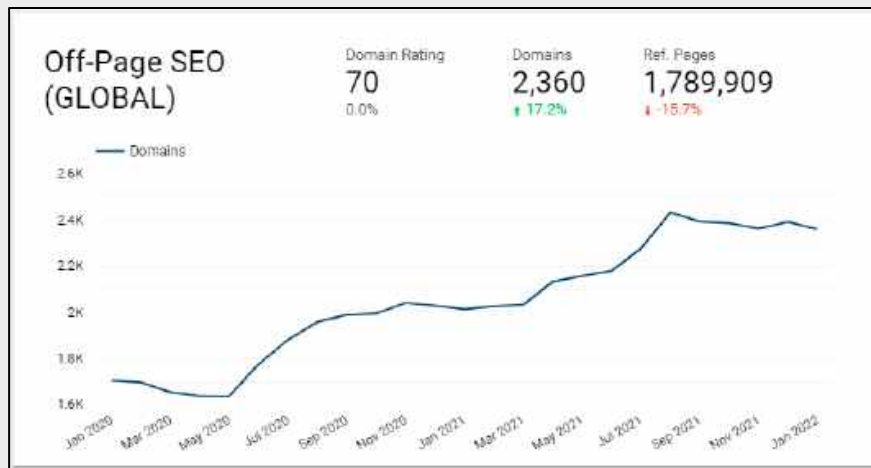


<https://ahrefs.com/>

KPIs: Stick it in Data Studio!



TECH ALERT!

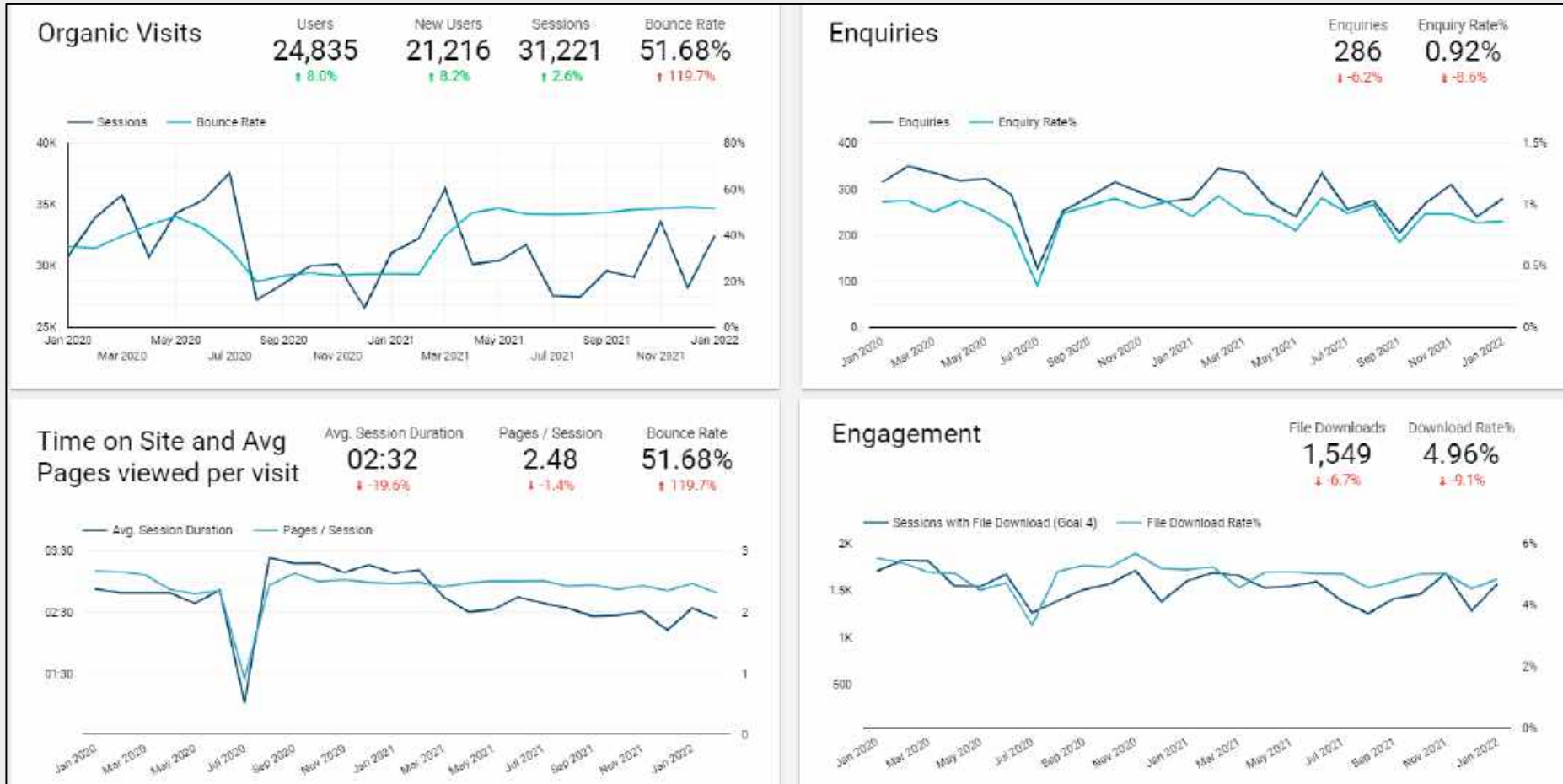


<https://datastudio.google.com/>

KPIs: Stick it in Data Studio!



TECH ALERT!



Top Tips

Top tips

1. Consider why you are migrating and potential impact
2. Outline KPIs/what success means
3. Plan
4. Audit and resolve issues before launch
5. Monitor after launch
- 6. We can do this for you!**

Site launch checklist: <https://bit.ly/anicca-migration-checklist>

Thank you

enquiries@anicca.co.uk

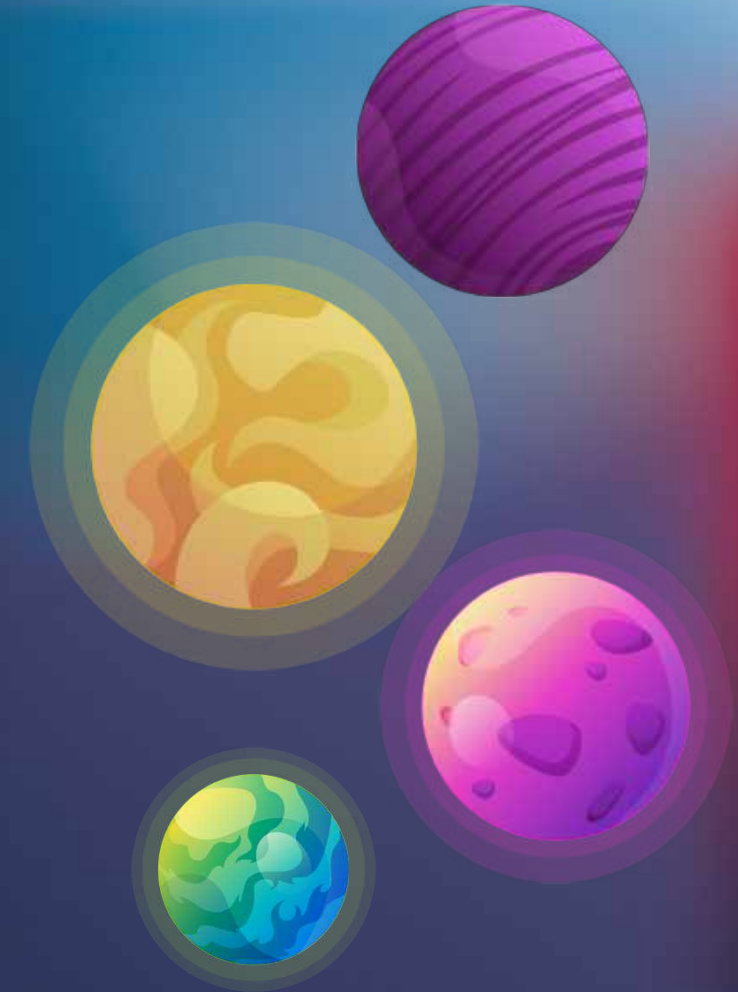
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