

A person is holding a white smartphone in their left hand and a dark credit card in their right hand. The background is a blurred laptop keyboard. The image has a dark, semi-transparent overlay.

Case Study: Revenue Protection

Protecting at-risk revenue in eCommerce migration



Situation

An eCommerce company called us about helping them prepare a plan for their eCommerce migration to Magento. They wanted to engage us in order to help strengthen their organic SEO and online visibility once the new website launched. It is a widely held belief that losing a substantial amount of SEO during a new website launch/migration is unavoidable.

Challenge

This company had already a set launch date, which was quickly approaching. Additionally, due to hundreds of products with multiple configuration and customization options, the site was large, consisting of more than 70,000 pages (from a URL standpoint). After our initial audit, we discovered that they were going to put over 50% of their annual eCommerce revenue at risk, due to significant SEO loss. In their migration plan, they had not considered protecting their site's SEO.

“They were going to put over 50% of their eCommerce revenue at risk.”

Work

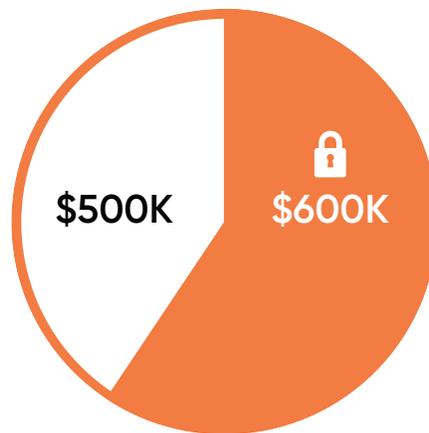
We did not share the belief that major SEO loss is unavoidable. Instead of waiting to repair the damage post-launch over the next 12 months, we created a plan that would prevent most of the loss from happening in the first place.

For a site containing over 70,000 pages, we were able to pinpoint which pages were responsible for generating the most revenue and create a plan to transfer that SEO value to the new website. We were able to retain most page rankings, and thus directly protect revenue.

Results

Using a conservative estimate, our plan protected over \$600,000 of revenue from being lost due to the eCommerce platform migration.

Major SEO loss can take months or years to repair, and when that SEO is directly connected to revenue, it is even more important to protect it. You can have a new eCommerce website without having to start over on your SEO.



2017 Revenue

Best Practices

- 1** Without the right migration plan and careful execution, SEO loss is bound to happen. But don't buy into the belief that significant SEO loss is unavoidable. If someone tells you that, seek a second opinion. We can introduce you to some folks who know better.
- 2** Not all web pages are created equal. If you have an eCommerce website, pursue getting visibility into which pages actually generate revenue-producing traffic.
- 3** Understand that any changes to URL structure have SEO impact. Take the proper precautions before changing menu, category, and page structure on your website.