

# 073 - SEO Migrations

## **Gert Mellak**

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## **SEO Leverage Podcast Intro Music**

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

## **Gert Mellak**

Welcome back to Seoleverage.com, this is episode 73. My name is Gert Mellak. I'm the founder of Seoleverage.com. And today, we have a really interesting topic. Very often sites that are reasonably doing well with SEO, have to do major optimizations on the design, on the layout, on a technical platform, and then the site needs to be re launched or migrated. Today, I want to give you a few tips on what absolutely is important for this migration, based on our experience of migrating sites big and small, from six, seven and eight figure companies. Before however, I would like to make sure you know that over at [Seoleverage.com/podcast](https://Seoleverage.com/podcast), you're going to find this episode, you can listen to it, share it with your friends, or colleagues. And you're also going to find a written summary about this. And if you want to learn more about how we approach SEO, head over to the book section and get our book on the Erica framework we developed over the years. Where we illustrate our little bit different approach to SEO, you can get the book for free on our website, or you can get it on Amazon. SEO migrations are really tricky. And the reason is because when once you migrate a site to a different version, a lot of things can actually go wrong. From the design being vastly different. And maybe Google users react differently to all the pages and URLs that need to be migrated and maybe some content gets lost. And then there are all those important elements like meta titles, meta descriptions, h1 headlines, internal links, external links to certain pages, all those things need to be checked and taking into account because when they are vastly different on this new page version, different things can provoke a ranking drop. The way we approach an SEO migration is that first of all, we run a complete audit on the current website. We want to know what is the baseline performance. What are the URLs that drive the major traffic. What kind of search queries to be depend upon to get this traffic. And what are those URLs that really drive the highest amount of conversions. This gives us a very clear focus on what absolutely needs to be in place on this new website. In order to make sure that we preserve as much as possible from the existing traffic. There is a chance and very often this just happens that there is a little bit of a downwards trend in a temporary downward trend after a migration. But we want to do this reduce this to a very minimum. And the more things the more more important elements we keep in place in the new version and during the migration, the lower this downward trend usually is. For Google a migration essentially means that a site they already know and know how users react when they show the site in search results and users click on it etc. All this information isn't worth too much anymore once the site is very different and relaunched in the new version. So Google needs to

recrawl all those pages, needs to establish whether the old signals still apply, or they need to collect new signals. They need to track how people react when they now see this new page. And ideal case rankings might even increase and go up if a new version is much better. In the worst case, Google is not going to either find content they relied on for certain rankings, or some URLs are not available anymore, or some content has really changed, the layout is vastly different. The site is much slower, has caching issues, etc. So you really want to make sure that you take migration seriously, it's not like you just hit the publish button or change the theme and everything is going to stay the same. For Google, a lot of things change. It's essentially something completely different for them when it comes to rankings. And the more components we have in place, the better. For us in at SEO Leverage. We have defined over the years a process we can follow in order to make sure that the main elements are in place, and do multiple iterations to give our clients feedback on what is still missing in their migration. What might have developers have missed when creating this what kind of new design elements migrates SEO issues, and so on. So it really makes sense that you work with someone you trust, who can guide you and provide additional assistance in this migration process. Because there is nothing worse than really having all the positive emotions and feelings around this new launch, the new design and get all excited, and then suddenly see how the traffic tanks because the migration didn't go as expected, or Google doesn't react as expected. So if you want to have help with your migration, first of all, head over to [SEOLEverage.com](https://seoleverage.com). Schedule in a call with me, we have a chat, check out your site, check out what you're trying to do. And we can see if we can help you. And second, really, just think about your migration from Google's perspective and think, Okay, what are the things I rely on right now, in order to get my rankings? And what do those things look like on the new site? Are there still in place? If I were Google, and there was going to crawl all those old URLs I already know, what would I find? Does this still make sense? Is this still essentially the same thing and in similar places, or is this vastly different? If it's vastly different, it's very normal for Google to change the ranking probably downwards until they slowly see how users react. If the main components are in place, Google can probably leverage most of the signals they already have about your site. And you can essentially move forward with your new design with your new platform, and so on. My name is Gert Mellak, this is [SEOLEverage.com](https://seoleverage.com)