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Getting your web migration right by Temple Young

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Social trends are always changing in the modern market and styles come in to fashion as quickly as they go out of fashion. This is why it is important to make sure that you keep your website on the cutting edge of design and put a plan in place that keeps your website design up to date. This may involve different things, like a complete redesign of your website, or migrating your website to a new CMS system, or simply a re-skin of the existing design. Each type of option will involve a cost and you need to decide which option is right for your business based on your budget costings.

Having a cutting edge website that uses all of the advancements in coding developments is important as you need remain one step ahead of your competitors; you can be sure that they will be updating their website all the time to get ahead of you. Your website is one of the tools you have at your disposal to tell consumers about your business and put across your marketing message across to the user. Making sure your customers understand what your business does is one of the important things your website must show. As well as showing what you do as a business, you need to make sure that customer knows your business exists, and a big part of this is where you appear in Google for your target keywords. This where your SEO strategy will play a major part, as this is how people will find your site in Google. This may seem like an easy thing to do ranking in Google, but SEO is an art form and it requires a skilled professional to make sure it is done correctly. When you are performing a redesign or change of CMS systems you need to consider the impact of the SEO and make sure that you have a full migration strategy in place. This involves making sure you have the following in place:

All existing URLs must be identified and mapped to their closest equivalent as they may be changing

All URLs must 301 redirect to their equivalent counterparts, 302 redirects, JavaScript redirects etc. will not pass authority, PageRank etc

Upon re-launch, a broken link check and URL redirect audit will be conducted

All keywords should be mapped out on the new website to get the most exposure and build any new landing pages at the point of build

Redirects should be in place before the site is launched as it may cause the website to lose its authority and cause broken links on the site

Full audit of onsite content must be performed ensure that any content is written with SEO in mind

When you are migrating your website an SEO agency London based can help you choose the best ways to launch your strategy, though a full services digital marketing agency London can ensure that you are doing everything right.

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