



Industry
Manufacturing

Sales Channel
B2B

Business Challenge
Mitigate potential loss in traffic
and maximizing SEO opportunities



Mediative

THE RESULTS PEOPLE™

Maximizing the SEO Opportunities of a Website Redesign

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The CHALLENGE

Mediative was engaged by this client to consult them through the four areas of a website redesign: **Planning, Transition, Launch and Post Launch**. They were working with a design firm for the creation of the new site, however most web design experts are not internet marketing experts, therefore Mediative's role was to mitigate any potential loss in traffic as a result of the site redesign, while maximizing the SEO opportunities both on a technical and strategic level. The site needed to maintain visibility in relation to the client's target search audience. The challenge here from an SEO perspective was that the client's site was only one part of an overall corporate site. Additionally, other business unit's sites were already ranking for many of the client's keywords due to the lack of SEO that had currently been undertaken.

The SOLUTION

Pre-launch Mediative analyzed the areas such as URL structure, on-page optimization, inter-linking, and content, highlighting the SEO strengths and weaknesses, and indicating where improvements needed to be made from an SEO, technical and usability perspective, prioritizing recommendations based on SEO best practices.

In order to streamline processes for the client, Mediative worked with their other vendors including those responsible for the site content and educated them on writing content for maximum SEO benefit. Insight was given into existing keyword rankings that were driving target market traffic and recommendations around what content and keyword focus the site needed to have to improve keyword rankings were provided.

Mediative provided support with analytics setup and monitoring of metrics to ensure that tracking codes had successfully been implemented on the new site. Additionally, a competitive analysis was conducted and the competition's weaknesses exploited within the prioritized SEO and PPC tactics.

Mediative ensured a smooth transition and site launch, and was on-hand for on-going SEO consultation, dealing with the inevitable technical issues, such as indexing problems, duplicate content and server-side issues.

The RESULTS

In the 2 months following the website launch, this client saw:

- **48%** increase in page views per visit
- **29%** increase in time on site
- **143%** increase in total number of site visits
- Increase from **46 to 78** pages ranking among the 707 keywords from their section of the site
- **99** keywords increased in rankings in Google (including 47 keywords that were not previously ranking).

Note: While some of the new rankings were for other sections of the site, most of the new rankings were specifically for the newly optimized pages.

When undertaking any form of website redesign the importance of **aligning the redesign to SEO fundamentals and a keyword strategy** cannot be underestimated. A successful SEO strategy for a site redesign will increase online visibility, drive more traffic, and ultimately increase on-site conversions.

CASE STUDY HIGHLIGHTS

- **143%** increase in total number of site visits
- **48% increase** in page views per site
- **29% increase** in time spent on site

QUESTIONS?

ASK ONE OF MEDIATIVE'S DIGITAL
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