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# Complete an SEO-Friendly Redesign

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- 
- **13 years in digital marketing**
  - **Search Engine Journal & GoDaddy contributor**
  - **KC Search Conference Founder**
  - **SEMPO global board member**
  - **Former KC tech radio personality**
  - **VP of Marketing at Voltage**





**VOLTAGE**

- **Digital agency based in KC River Market**
- **Founded in 2005**
- **Focus on branding, web, digital marketing**

# SEO Background



# SEO Background

- Indexing & technical
- On-page
- External influences



# Before Migration







# Goals & Project Plan

- Business use-cases
- UX improvements
- Marketing initiatives
- SEO improvements



# Content & Information Architecture

- Sitemap (current & new)
- Mapping keywords/topics to content
- Canonicals (where needed)



# On-Page Optimization

- URLs
- Titles
- Meta descriptions
- Headings
- Body copy
- Image alts



# Redirects: Why

- UX
- Link value
- Indexing



# Redirects: How

- Time consuming
- Crawl existing site
- Crawl dev site or map out manually
- Match up old URLs to most relevant new URL
- Can be many to single URL (old to new)



	A	B	C	D
1	<b>Old Site URL (redirects to New Site URL ---&gt;)</b>	<b>New Site URL</b>	<b>Title</b>	<b>Meta Description</b>
2	/	(no change)	Company Name - Products for Residential and Commercial	Company Name is an innovator in the residential and commercial products industry featuring affordable and easy to use products.
3	/Product/7/abc	/products/residential/abc	Residential ABC Product - Company Name	The residential ABC product by Company Name features standard technology, ease of use, and superior affordability for your project.
4	/InstallationInstructions/	/support/installation-instructions	Company Name Support - Installation Instructions	Company Name stands behind the products it produces and this online library features installation instructions for the residential and commercial product lines.
5	/About/	(no change)	About Company Name	Information about Company Name including history, key leaders, our philosophy, approach, and commitment to our customers.
6	/Product/9/PLUS_Commercial	/products/commercial/plus	Residential ABC Product - Company Name	The residential Plus product by Company Name is a premium upgrade and features industry leading technology, ease of use, and superior affordability for your project.
7	/Product/5/Aluminum	/products/residential/aluminum	Residential ABC Product - Company Name	The residential Aluminum product by Company Name features leading home use technology, easy installation, and superior affordability for your project.
8	/Locator/	/locator/where-to-buy	Where to Buy Company Name Products	Locate a licensed and authorized retail location to purchase your residential products from Company Name across North America.
9	/Inspiration_Gallery/	/gallery	Inspiration Gallery for Company Name Products	Find inspiration through photos and videos of installations of residential and commercial products from Company Name across North America
10	/Product/6/View_Glass	/products/commercial/glass	Commercial Glass Product - Company Name	The commercial Glass product by Company Name features industry leading technology, ease of use, and superior affordability for your project.
11	/Product/8/Accents/	/products/residential/accents	Residential Accent Product - Company Name	The residential Accent product by Company Name features is the perfect compliment to your installation to showcase the quality and style.
12	/InstallerLocator	/locator/installers	Find an Installer for Company Name Products	Find a licensed installer for your new Company Name commercial or residential product who will take care of all of the details for you.
13	/Contact/	(no change)	Contact Company Name	Contact Company Name for information about products, support for installation, help in finding a retailer or installer, or for other inquiries.
14	/Product/10/Iron	/products/commercial/iron	Commercial Iron Product - Company Name Products	The commercial Iron product by Company Name features standard technology and the best commercial warranty in the industry.
15	/Product/11/Systems	/products/commercial/systems	Commercial Systems Product - Company Name Products	The commercial Systems product by Company Name features the full suite of products needed for your new commercial installation.
16	/Product/4/Cable	/products/commercial/cable	Commercial Cable Product - Company Name Products	The commercial Cable product by Company Name features light weight installations for light and medium duty applications with an industry leading warranty.
17	/Products/	(no change)	Company Name Residential & Commercial Product Lines	Browse and explore all of Company Name's residential and commercial products to select the best fit for your functional, budget, and long-term project needs.

# At Launch







T+ 00:00:03

STAGE 2    TELEMETRY

SPEED

ALTITUDE

00010

km/h

00.0

km

UPCOMING

MAX-Q

LIFTOFF

THE HOLDDOWN CLAMPS HAVE RELEASED FALCON HEAVY AND WE HAVE BEGUN OUR TEST FLIGHT

FALCON HEAVY TEST FLIGHT



SPACEX

# At Launch

- Know the process & checklist
- Ensure those “launching” know the SEO items
- Set timing for when you can immediately jump into post-launch action plan



# Post-Launch







# Redirects

- Validate proper implementation
- Test in third party tool (like [redirectcheck.com](https://redirectcheck.com))



# Dev-to-Live Audit

- Content
- Functionality
- Dynamic features
- On-page optimization



# Code & Performance Validation

- Page speed (mobile test, others)
- Mobile-friendly test





# Indexing

- XML Sitemap
- Robots.txt file
- Validation for accuracy (no redirects, 404s, non-canonical URLs)
- Submit through Google Search Console & Bing

Webmaster Tools



# Monitoring

- Indexing
- Rankings
- Traffic
- UX factors
- Canonicals
- 404s



# Ongoing SEO





# Ongoing SEO

- SEO is not a one-time thing
- Have a strategy and plan and stick to it going forward



# Keys to Success





# Keys to Success

- Be flexible working with content, UX, dev, IT, and other stakeholders
- Redirects are critical
- Don't skip post-launch validation
- Transition from post-launch into ongoing





# Additional Resources & Credits

<https://www.searchenginejournal.com/author/corey-morris/>

*Articles on this topic, optimizing for multiple keywords, etc.*

**Image credits:**

<https://gifs.com/gif/jurassic-park-seat-belt-metaphor-vQeOEY>

<https://www.bustle.com/articles/92681-13-apollo-13-facts-you-didnt-know-to-celebrate-the-films-20th-anniversary>

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<https://www.nasa.gov/feature/16-years-of-station-told-in-16-gifs>

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