



# Modern Web Migration Migraine—17 Global Sites

@DawnaOlsen

Sr. Director, Corporate Marketing

Epicor Software

The leading industry event by digital marketers for digital marketers



## Project Luna

epicor.com Web Content Management Migration to Ektron



To the moon and back  
for a stellar web presence!



## My 5<sup>th</sup> Share Conference

- Presented on resubmittal to Google last year and now a 17 site migration in 2015
- 10 years at Epicor with broad responsibility for global websites, brand, digital, and running an internal agency
- Thanks to my fantastic team!

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# Epicor At a Glance



**20,000**  
customers



**3,900**  
employees



**150**  
countries



**~\$0.9 billion**  
revenue

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EPICOR.COM

# Our Customers

**Lehigh Hanson**  
HEIDELBERGCEMENT Group

**Standex**

**APPLIED**  
Industrial Technologies

**Rexel**  
ELECTRICAL & GASWORK SUPPLIES

**MANUFACTURING**  
Institute

**sonepar**  
usa

**HYATT**

**Energizer**

**JELD-WEN**  
WINDOWS & DOORS

**tyler**  
technologies

**True Value**



**MS**  
National  
Multiple Sclerosis  
Society



**DXP**

**REV-A-SHELF**

**United  
Electric  
Supply**



**AQUARIUM  
OF THE PACIFIC**

**Affinity**  
Federal Credit Union

**HEIDELBERG**

**HAJOCA**  
SERVICE. INTEGRITY. RELIABILITY.

**JELD-WEN**  
WINDOWS & DOORS

**BLACKHAWK**  
INDUSTRIAL

**SA** | SOURCE  
ATLANTIC

**ACE**

**METASTORM**

**Petitti**  
Garden Centers

**HEIDENHAIN**

**AGIE CHARMILLES**

**Leggett & Platt**  
INCORPORATED

**zippo**

**Despatch**  
INDUSTRIES

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# A Dangerous Task at Hand

A man in a dark suit and glasses is walking a tightrope. He is carrying a large, heavy black bag on his back, which is obscuring his head and upper body. The tightrope is a thick, light-colored rope stretched across a body of water. In the background, there are dark, rocky mountains under a cloudy sky. In the foreground, the water is blue and choppy, with two shark fins visible, suggesting a dangerous environment.

- 17 global sites from SharePoint to Ektron/EpiServer WCM
- One team to maintain current sites and complete project
- Implemented responsive design, uplifted site design, content

# Project Complexity Highlights

4

Managers  
on My Team

700

Landing  
Pages to  
Migrate from  
Marketing  
Automation  
System

5

New  
Functional  
Areas

17

New Home  
Page Designs

17

Completely  
Independent  
Regional Sites

2

Everything  
had to be  
Built Twice

3

Settings for  
Responsive

5,500

Redirects to  
Manage in  
Ektron and IIS.

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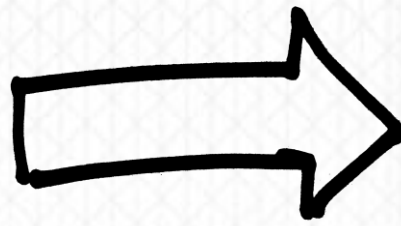
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# Just a Few Challenges



MORE IS POSSIBLE



**1** Limited Budget—negotiated a fixed price for software and implementation services. 150 page functional specification.

**2** Business Doesn't Stop—maintained 17 regional sites and landing page production globally.

**3** Application Instability and Upgrades—complex environment with sophisticated content taxonomy. Underwent three upgrades to fix discovered bugs.

**4** M&A Activity—Ektron merged with EPiServer during our project and all knowledgeable resources disappeared.

**5** Content Loss—after one of our upgrades we discovered during a crawl that 2500+ pages of meta data had been lost.

**6** Second Go-Live—1 month after our launch the site went down and we had to merge databases and go live again.

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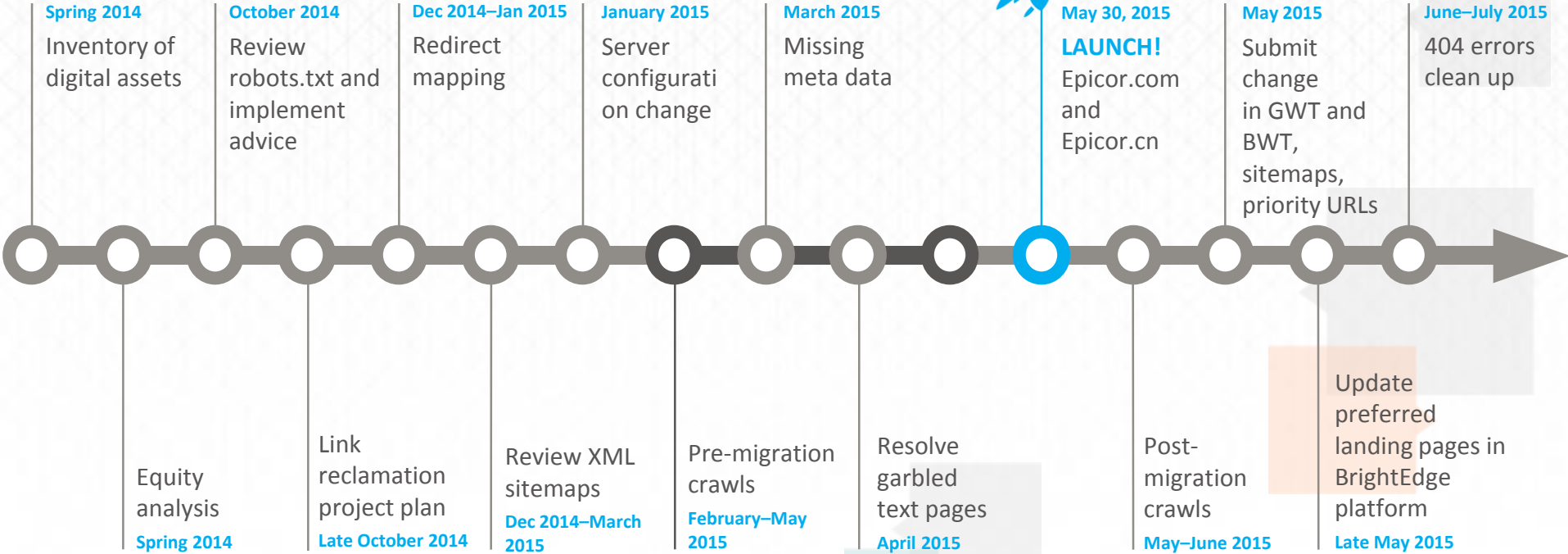
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# Timeline



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# Big Picture Approach to Migration Marathon

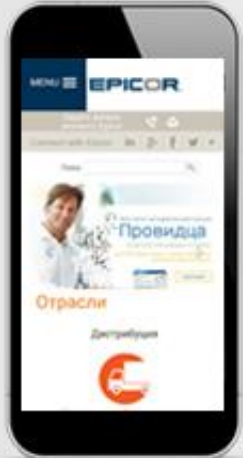
Planning  
Diligence

Expect  
Surprises

Go-Live  
Just a Start

Rigorous  
Testing

Fast Action  
Go-Live



Meet our  
**New Website**  
all 17 of them



# Planning Diligence

- Conducted 4 full BrightEdge crawls prior to migration
- BrightEdge migration dashboard
- Accurate site maps for SEO optimization
- Infrastructure set up challenges
- Involve a large, cross-functional project team
- Don't overcommit before fully understanding complexity
- Detailed functional specification—saving grace



# Expect Surprises

- 4+ upgrades during project
- Brightcove video library complexity
- M&A activity backup plan
- Crawls uncover surprises
- 17 languages and independent sites add complexity
- Taking the site live a second time



Fetch as Google


[http://www.epicor.com/uploadedimages/US/Images/MegaMenu/thumb\\_eagleNseries.png](http://www.epicor.com/uploadedimages/US/Images/MegaMenu/thumb_eagleNseries.png)

Googlebot type: Desktop (render requested)


Complete on Friday, May 29, 2015 at 10:56:37 AM PDT

Fetching   Rendering

This is how Googlebot saw the page:



This is how a visitor to your website would have seen the page:



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# Expect Surprises

- 2,500 pages of meta data gone

View Content History "distribution-software"

RESTORE

Properties Content **Metadata** Summary Comment

canonical:	http://www.epicor.com/distribution/distribution-software.aspx
contentMetaTitle:	Distribution Software Epicor
description:	Epicor distribution software gives you a comprehensive WMS for true end-to-end supply chain management.
GA-Category:	
GA-Label:	
keywords:	distribution software;distribution ERP software;supply chain management software;distribution management software;warehouse management software
robots:	
search image:	
string image:	
title:	Distribution Software   Epicor

View Content History "distribution-software"

RESTORE

Properties Content **Metadata**

canonical:	
contentMetaTitle:	
description:	
GA-Category:	
GA-Label:	
keywords:	
robots:	
search image:	
string image:	
title:	



# Crawls Uncover Surprises

US Sitemap sample issues:

URL	Issue
<a href="http://www.epicor.com/Ask an Expert/">http://www.epicor.com/Ask an Expert/</a>	Underscore delimiters
<a href="http://www.epicor.com/banner_right_quantisense/">http://www.epicor.com/banner_right_quantisense/</a>	
<a href="http://www.epicor.com/blogs/Cloud/Cloud-Computing--Delivering-Greater-Choice-and-Flexibility-for-Business/">http://www.epicor.com/blogs/Cloud/Cloud-Computing--Delivering-Greater-Choice-and-Flexibility-for-Business/</a>	Multiple dashes
<a href="http://www.epicor.com/blogs/Cloud/Cloud-Computing--Here-to-Stay---But-Is-It-Right-for-Your-ERP-Implementation-/">http://www.epicor.com/blogs/Cloud/Cloud-Computing--Here-to-Stay---But-Is-It-Right-for-Your-ERP-Implementation-/</a>	
<a href="http://www.epicor.com/blogs/Cloud/Cloud-Transformations,-Looking-Forward/">http://www.epicor.com/blogs/Cloud/Cloud-Transformations,-Looking-Forward/</a>	Comma delimiters
<a href="http://www.epicor.com/PR-Assets/Epicor-Expands-eCatalog-Content,-Other-Features-of-Automotive-Aftermarket-B2B-eStore/">http://www.epicor.com/PR-Assets/Epicor-Expands-eCatalog-Content,-Other-Features-of-Automotive-Aftermarket-B2B-eStore/</a>	
<a href="http://www.epicor.com/blogs/Distribution/Accessory-Items-(a-k-a-Go-Together)-in-Epicor-Prophet-21/">http://www.epicor.com/blogs/Distribution/Accessory-Items-(a-k-a-Go-Together)-in-Epicor-Prophet-21/</a>	Parentheses
<a href="http://www.epicor.com/Videos/Видео-истории-успеха---Hansatech-EMS,-Ltd---Russia/">http://www.epicor.com/Videos/Видео-истории-успеха---Hansatech-EMS,-Ltd---Russia/</a>	Non-standard characters
<a href="http://www.epicor.com/Videos/Independent-Components-Corp--(ICC)---成功案例列视频---China/">http://www.epicor.com/Videos/Independent-Components-Corp--(ICC)---成功案例列视频---China/</a>	
<a href="http://www.epicor.com/PR-Assets/Info-Tech-研究公司发布中端市场 ERP 供应商报告 , Epicor 荣获冠军/">http://www.epicor.com/PR-Assets/Info-Tech-研究公司发布中端市场 ERP 供应商报告 , Epicor 荣获冠军/</a>	
<a href="http://www.epicor.com/PR-Assets/Eikenhout,-Inc (1)/">http://www.epicor.com/PR-Assets/Eikenhout,-Inc (1)/</a>	Pair of URLs that both appear in the US sitemap, one URL contains non-standard characters
<a href="http://www.epicor.com/PR-Assets/Eikenhout,-Inc /">http://www.epicor.com/PR-Assets/Eikenhout,-Inc /</a>	

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# Crawls Uncover Surprises

```
04 <title> Despre Noi | Epicor
05 </title></head>

4193 <title>content-right-customers-default</title>

<h1 class="policyH1 modal-title">
  <div id="ctl00_CookieAlert_uxCookieAlertHeading">
    ice Regarding Cookies on this Site
  </div>
</h1>
```

**Add Redirect**

EDIT

Active

Define URL

Site: Default

Redirect Code: 301 - Moved Permanently

Original URL: /Company/Pages/Trademark-and-Usage.aspx

New URL: /Company/Trademark-and-Usage.aspx

Language	Alias
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
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	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	Press-Room/Success-Story/ACell.aspx
	uk/ContactUs.aspx

Language	Alias
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	ContactUs.aspx
	uk/ContactUs.aspx

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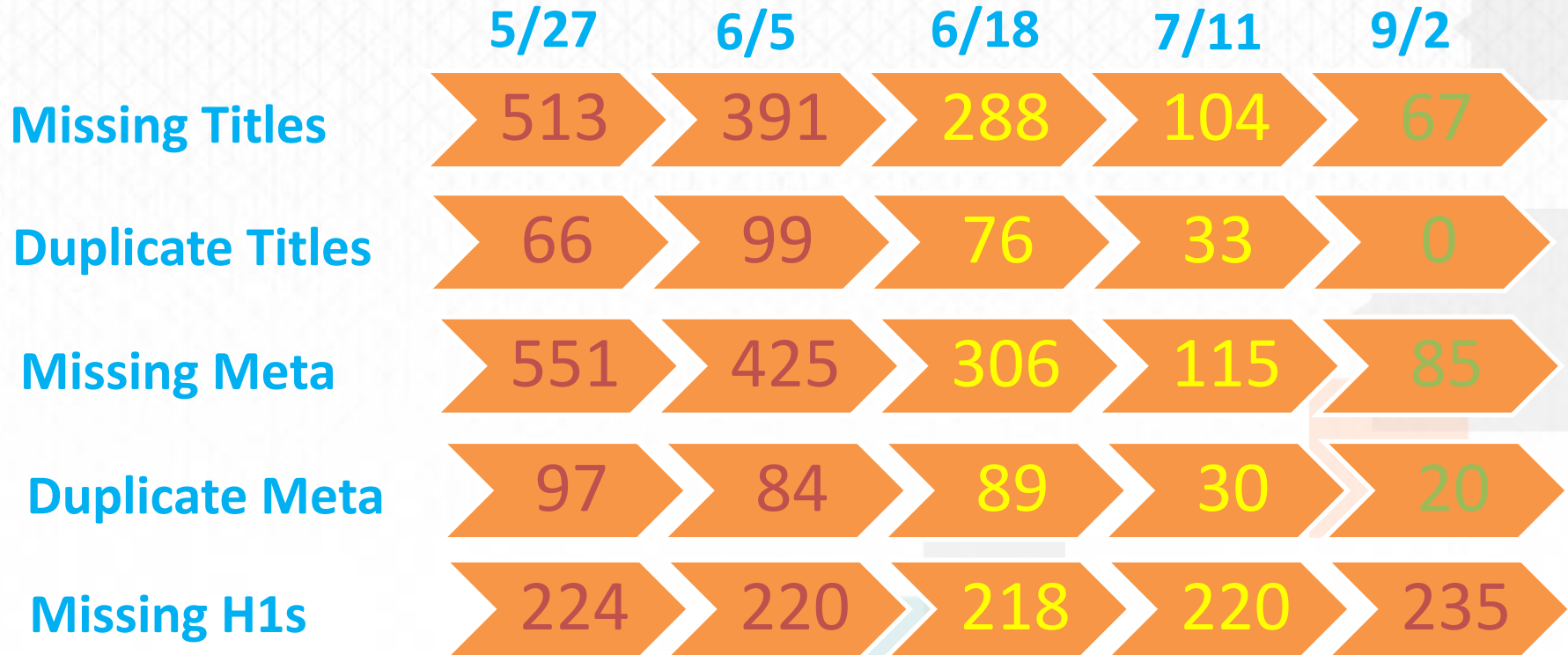
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# Progress by the Numbers



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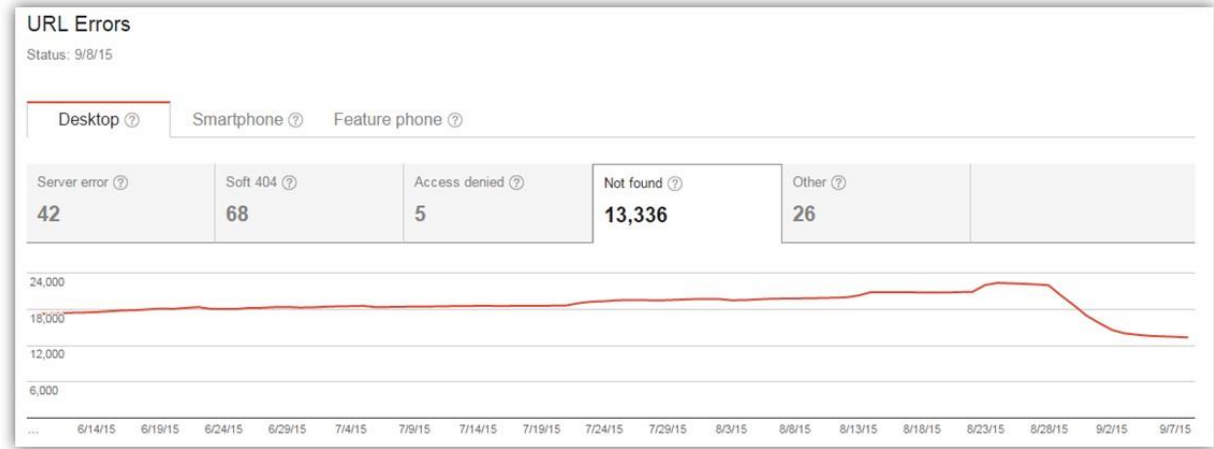
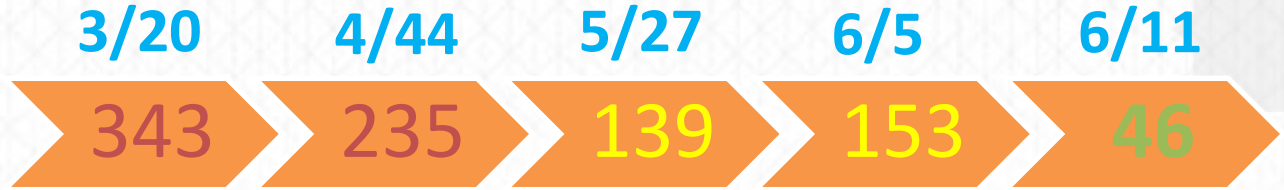
# Go-Live Just the Beginning

- Prioritize your post-go live efforts—excitement brings more requests
- Dynamic content personalization time intensive
- Post go-live list keeps growing
- Expect a lot of 404s if your site has longevity



# Redirect and 404 Issues

404 Errors



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# Rigorous Testing

- Detailed site map comparison with redirect plan
- Integration testing tricky
- Make sure your getting the leads
- Responsiveness on all sites
- Performance testing
- Security rules testing
- Final BrightEdge crawl



# Fast Action Go-Live

- Submit site maps, change of domain, priority URLs to Google/Bing/Baidu
- Updated PLPs in BrightEdge
- Update URLs on all social sites
- Update URLs on all landing pages and test integration for PPC
- Update high priority links on online directories
- Run BrightEdge crawl
- Project go-live announcement

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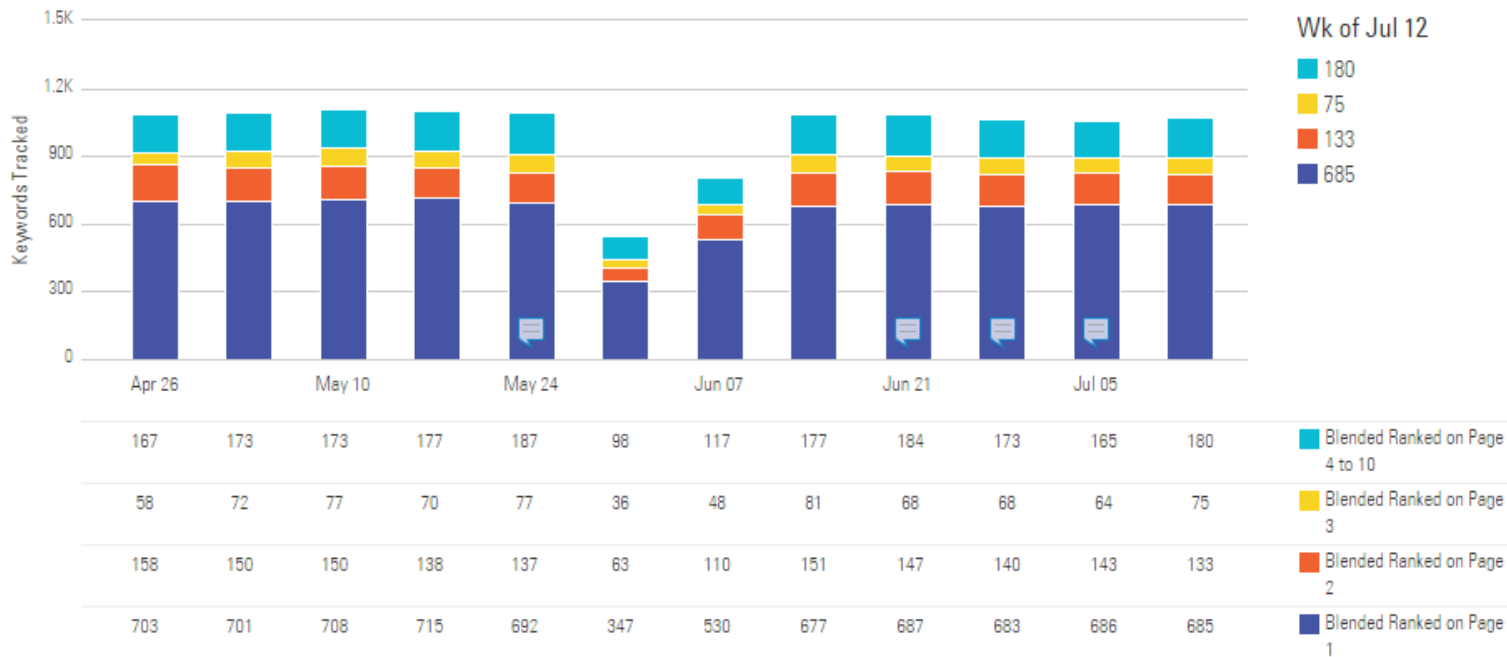
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# Organic Search Rank Recovery—3 Weeks

All Keywords Tracked by Page Band (PLP)



Events ▾

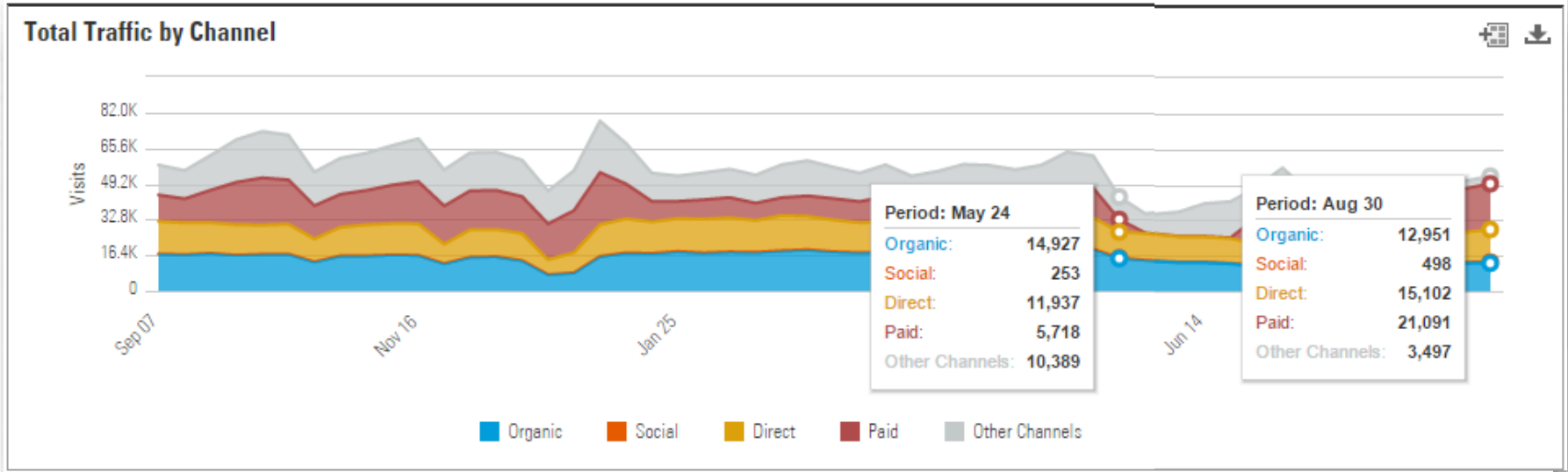
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# Organic Search Traffic Recovery



\* Aug lower—seasonality

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# Practical Takeaways for Website Migration

- Analyze crawl data 3x pre-migration & consistently post-migration
- Identify potential patterns of 404 issues ahead of time
- Plan for 404 clean-up regardless of redirect planning
- Ready yourself for stricter security rules and ramifications
- Maintain constant communication with all stakeholders
- Find creative ways to motivate and reward your team



# Some Website Migration Advice...

“Don’t sweat the small stuff”



“Get ready for a fight”

# Creative ways to Celebrate Success!



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"That's finished. Kind of." *"I found another error."*

"Well, that's weird." **"Don't make it weird."**

**"I think it's a code issue."**

"Why am I seeing something different?" *"Give me two hours..."*

"There are just a few little glitches..."

"But, why is it missing and where did it go?" **"Double-check the forms."**

**"We've finished those pages. Twice."**

"I don't know. It's just not working!" *"Let me check with the \_\_\_ team."*

**"It's not horrible. It's just kind of bad."**

*"We've mulled this over like a dog's chew toy."* **"I have a headache."**

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# MODERN WEB MIGRATION MARATHON



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# Thank you

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