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“Surviving the Perfect Storm” of Content Migrations

Binti Pawa, Head of SEO for AMG & InStyle

The leading industry event by digital marketers for digital marketers

Time Inc At-a-Glance

- Time Inc. is one of the largest media companies in the world reaching more than 130 million people globally each month across multiple platforms
- Founded in 1922 by Henry Luce and Briton Hadden in New York City
- 95 iconic brands and 50 offices around the world
- Nearly half of U.S. adults engage with a Time Inc. brand each month
- 81 Million people connect with our brands online every month

FOOD&WINE

Sports Illustrated

People

InStyle

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Binti Pawa is a Digital Marketing and Search Engine Optimization veteran with over ten years' experience in in-house leading performance-driven growth for both start-ups and corporate heavyweights.

She is presently the Head of SEO for Time Inc.'s Affluent Media Group, working on such brands as InStyle, Travel + Leisure and Food & Wine, where she is responsible for leading, developing, and integrating SEO and content strategies. Before working in Digital Publishing, she was immersed in Travel as the head of SEO and Social for enterprise brands CheapOair, OneTravel and Travelocity.

Content Migration – Why Migrate?

Every enterprise situation is unique

- Maybe consolidating two or more websites
- Maybe moving to a new technology platform (CMS)
- Maybe redesigning the site
- Maybe positioning a new content strategy



How to migrate with least impact to natural search?

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InStyle Content Migration

InStyle is the largest fashion magazine in the US
Total brand footprint ~ 23.7MM

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Source: AAM 1H 2015; GfK MRI Spring 2015; MediaRadar FY 2014

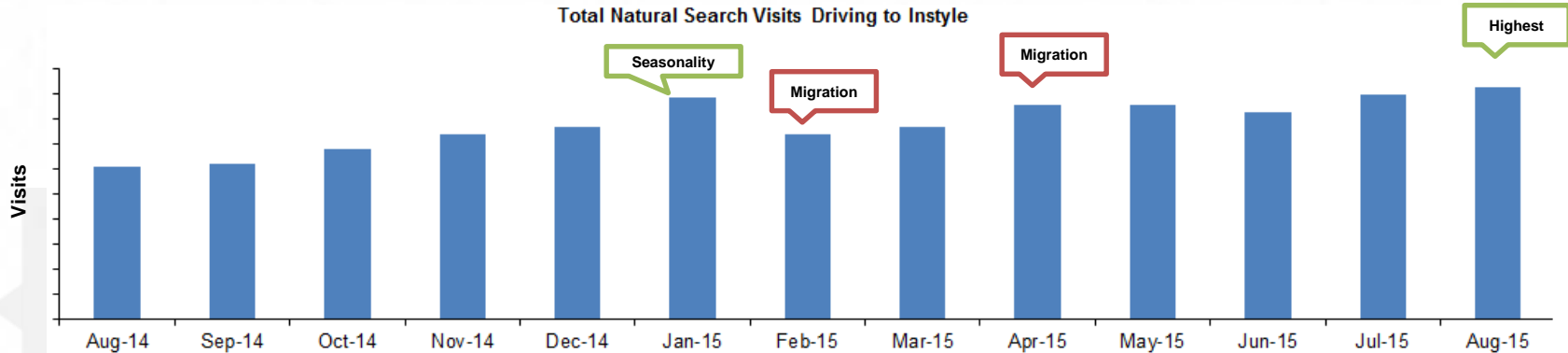
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Traffic Increases over 25% in 6 months

How has organic traffic & page views to InStyle increased post migration?



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* Feb 2015 vs. Aug 2015



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Migration Plan

Phase I:
CMS Migration

Discovery & Baseline

- Identify types of changes
- Manage expectations

Stage 1

Planning & Implementation

- Content Audit
- URLs & Redirects

Stage 2

Launch & Cleanup

- Unplanned Gotcha's

Stage 3

Phase II:
Sub-domain Consolidation



Stage 1: Discovery & Baseline

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What was changing for us?

- Content & Meta
- Taxonomy
- URLs
- Design functionality
- Site Structure



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Baseline Reports

Understand your current performance

- Create reports pre migration:
 - How is our keywords performing on page 1?
 - How is our keywords performing on position 1?
 - How are my top keywords performing by device type?
 - What is the avg. monthly traffic & conversions pre migration?
 - What is the avg. monthly engagement?
- Run a crawl on the site
 - Get a list of all the URLs
- # of pages indexed in Google/Bing
- # of Backlinks
- Don't forget Google Webmaster Tools Data!



Stage 2: Planning & Implementation

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Content Audit

Determining which pages to migrate is crucial

Steps Taken:

1. A thorough analysis of the site's content
2. Identified areas of strength & weakness
3. Eliminated content that was no longer needed
4. Partially hand migrated content – working closely with edit for cleanup purposes

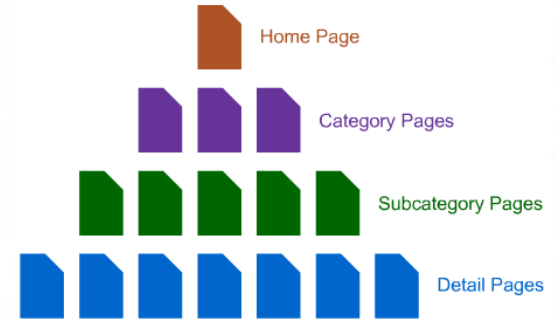
✓	# of pages migrating
✓	Content types to migrate
✓	Pages that will not migrate
✓	Review # of pages indexed

TIP: Don't migrate the site unchanged

Taxonomy & Structure

Organize content better

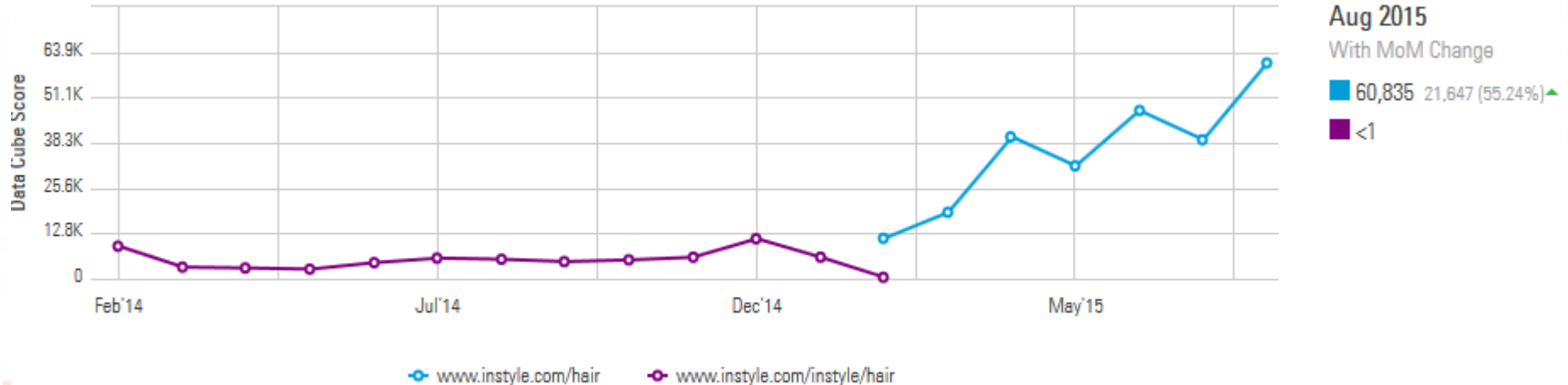
1. Manually create or update existing taxonomy with the help of keyword research
2. The taxonomy should dictate your URL structure
3. Your top level taxonomy will most likely become part of your navigation
4. Site hierarchy should dictate your breadcrumb navigation to some degree



TIP: *Link, Link & Link! Link vertically & horizontally*

New Taxonomy Increased Visibility by 439%

How has changing the taxonomy improved the rank visibility for InStyle?



URLs

Do this!

<http://www.site.com/category/folder/this-is-a-file-name>

http://www.site.com/bad+structure?=123&why_god?

Not this!

TIP: Preserve URLs! ... but, don't be scared if you can not

301 Redirects

What should you do if URLs must change?

Scenario 1	1:1 mapping of URLs: (e.g. youoldsite.com/fashion/accessories/green-shoes-456 → yournewsite.com/fashion/accessories/green-shoes)
Scenario 2	Content/Product is discontinued: <u>Option 1:</u> Find a very related page that would be a substitute <u>Option 2:</u> Redirect to the sub-category of the content or product page (e.g. youoldsite.com/fashion/accessories/green-shoes-456 → youoldsite.com/fashion/accessories/ <u>Option 3:</u> If the content or product is outdated/discontinued redirect to the parent category (e.g. youoldsite.com/fashion/accessories/green-shoes-456 → youoldsite.com/fashion/
Scenario 3	Can't find an appropriate page? If there is no appropriate page on the site to redirect, then simply do a 404 (page not found)

Stage 3: Launch & Cleanup

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Post Launch Audit is Extremely Important

1. Verify your redirects are working as expected
2. Run a technical site audit using Screaming Frog, Deep Crawl or BrightEdge 'site audit' feature
3. Verify status codes are correct
4. Identify & fix any chain redirects ASAP!



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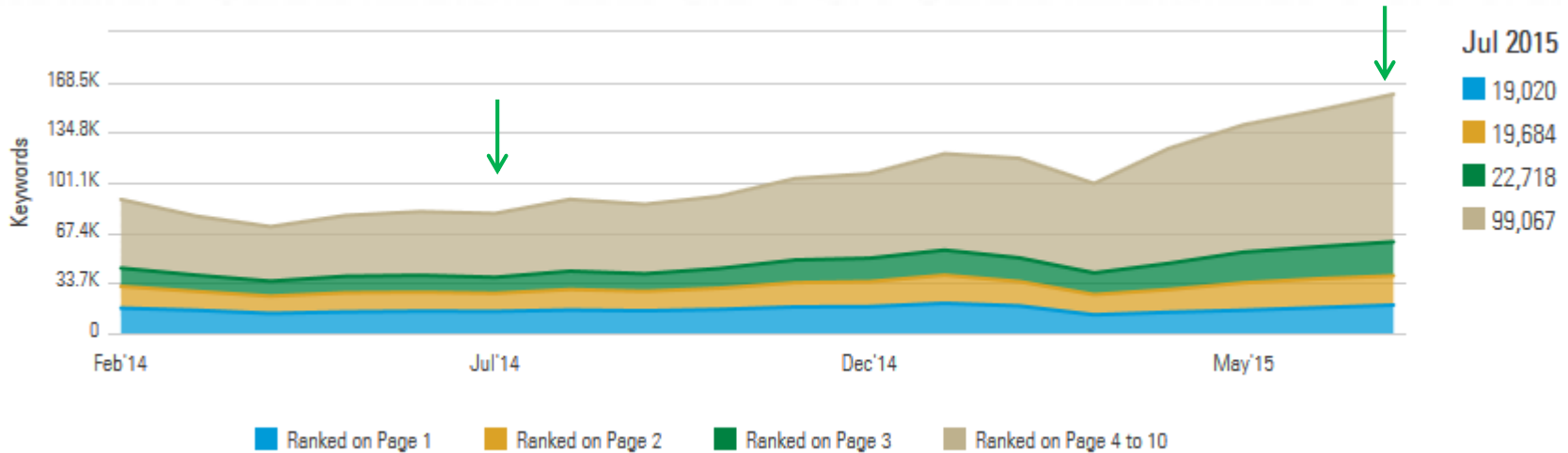
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100% Increase in Total Organic Visibility YOY

How has the organic visibility for InStyle improved after the migration?



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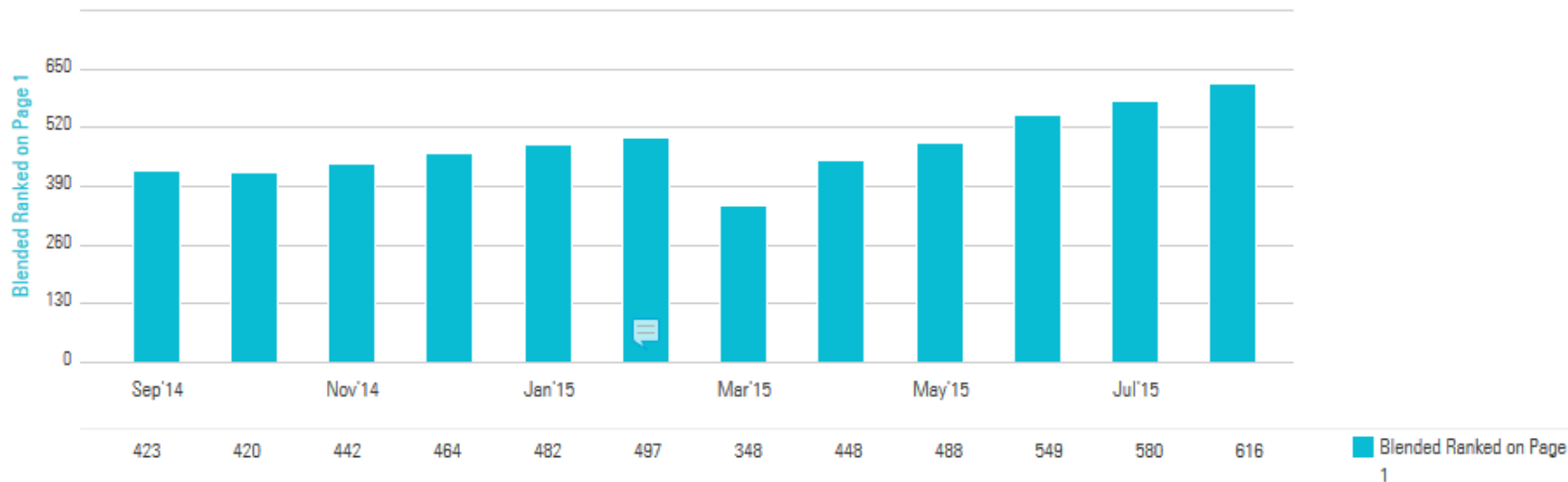
* BrightEdge Data Cube: July 2014 vs. July 2015



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29% Increase in Page 1 Visibility YOY

How has the page 1 ranked keywords improved post migration?



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* BrightEdge : September 2014 vs. Aug 2015

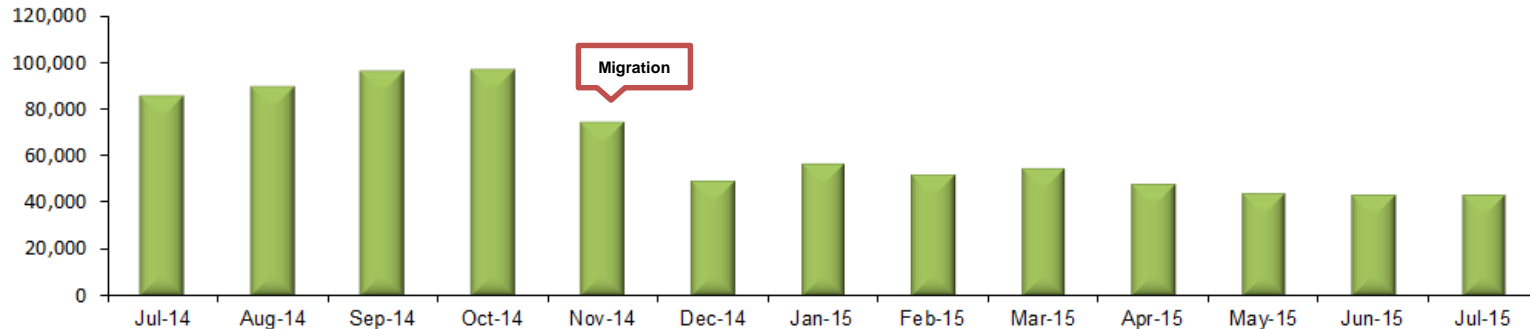
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Learning's along the way

DO NOT wait to address bad or no redirects after launch!



Final Words

- Communicate your SEO migration plan & set expectations in advance
- Crucial to have a redirect plan to prevent any loss of traffic
- Create baseline reports pre migration
- Every site is unique, therefore carefully asses changes and plan accordingly with best practices in mind
- Site migrations are not as scary as it looks

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Thank You

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