

# MORE THAN DOUBLED ORGANIC SESSIONS & USERS DURING A FULL SITE REDESIGN & MIGRATION

## Business Challenges

- Boosting organic traffic during site redesign & full migration
- Coordination of design teams, brand teams
- Site migration delays

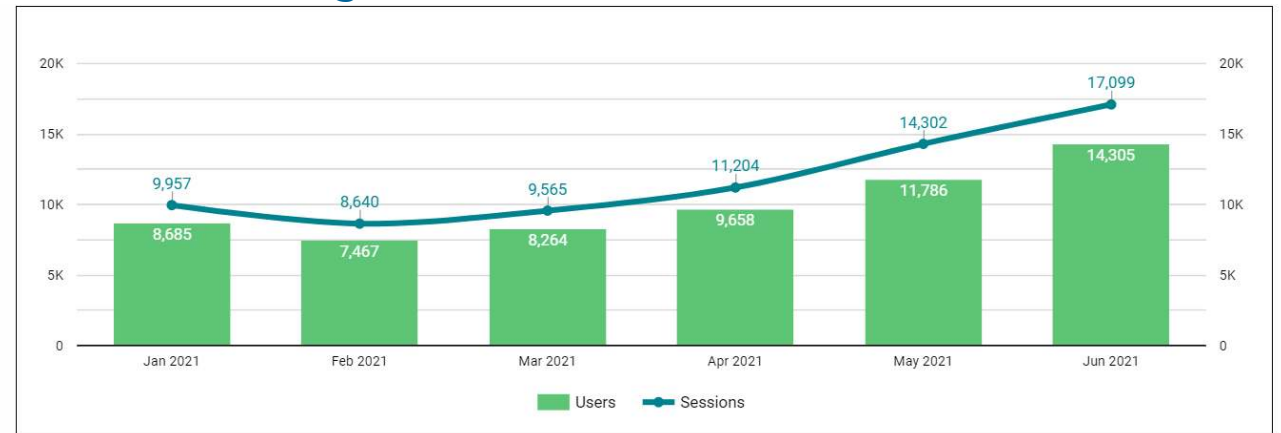
## (un)Common Approach to SEO

- Migration support through pre/post user behavior analyses and technical audits
- Curating custom template-style deliverables to provide client with the most efficient SEO value
  - Full content strategy for the future

## (un)Common Results (April 27, 2021 vs July 18, 2021)



## Organic Sessions & Users MoM



Migration implemented 4/28

## Bonus: CRO Testing Results

### Menu Page CTA Test Implementation Results

Page	Sessions	Transactions	Order Now Goal CVR
Original	4,394	321	7.31%
Variant	4,194	398	9.49%

### Mobile Location Search Test Implementation Results

Page	Sessions	Transactions	Transactions Goal CVR
Original	1,659	186	11.21%
Variant	1,804	312	17.29%