

# IMPROVED NONPROFIT'S REVENUE 72% WHILE MIGRATING FULL SITE TO NEW PLATFORM

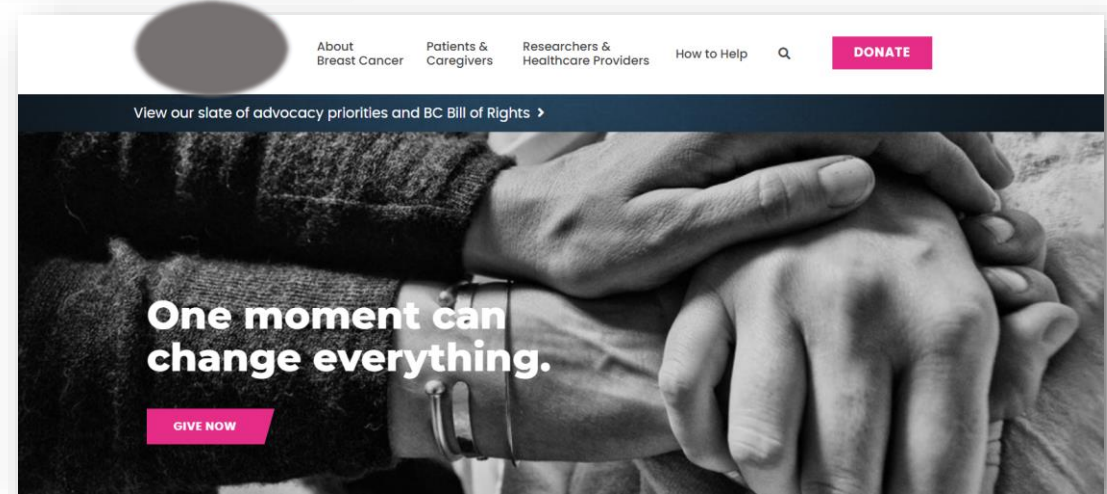
## Business Challenges

- Complete migration of website to new platform
- Remap pages with addition of new page design
- Maintain visibility and Donation volume (revenue)

## (un)Common Approach to SEO

- Full technical management to avoid impactful issues
- Reduce risk through site homepage design testing
- Facilitate logistical checkpoints for multiple vendors and internal stakeholders for seamless transition

## (un)Common Results



## Post-Migration Traffic, Donations & Revenue Shifts

