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# How the Pros Redesign a Website Without Killing Their Rankings



Beth Kahlich – Search Engine Academy Texas



# Beth Kahlich

**Digital Marketing Consultant & Trainer  
President - Search Engine Academy Texas**

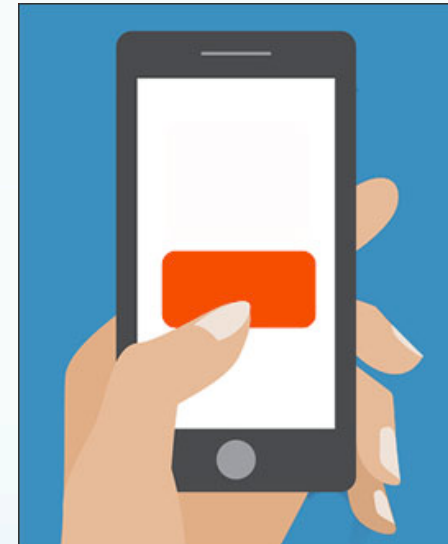
**SearchEngineAcademyTexas.com**

**@BethKahlich**



# Why Change Your Website?

- Make sites more mobile friendly  
*Accelerated Mobile Pages Project*
- Moving to HTTPS
- Increase speed
- Re-align with business goals
- New design
- And more!






# Re-evaluate Your Website's Tech

- Entry Level
  - Weebly, GoDaddy, SquareSpace
- Old School
  - straight HTML (Dreamweaver)
  - Custom programmed CMS
- Enterprise Level
  - All In One Platform
- **If you don't have access to login and make simple text changes to your site, that's an issue.**

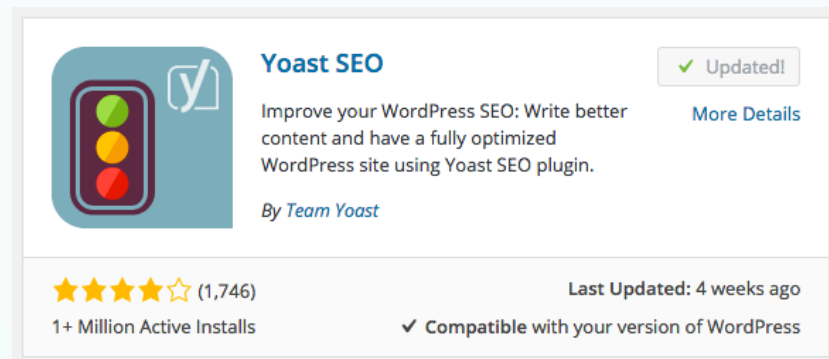
# You Want SEO With That?



Personal	Business	Business Plus
Perfect for personal websites	Ideal for small businesses	For your growing business needs
<b>\$1.00</b> /month <del>\$5.99</del> ON SALE	<b>\$5.99</b> /month <del>\$9.99</del> ON SALE	<b>\$10.99</b> /month <del>\$14.99</del> ON SALE
Select	Select	Select
<ul style="list-style-type: none"><li>• <b>50</b> Personal Themes</li><li>• <b>Unlimited</b> Pages</li></ul>	<ul style="list-style-type: none"><li>• <b>All Personal Plan</b> Features</li><li>• <b>300 Business</b> and Personal Themes</li><li>• <b>Mobile</b> Site</li></ul>	<ul style="list-style-type: none"><li>• <b>All Business Plan</b> Features</li><li>• <b>Search Engine</b> Optimization</li><li>• <b>One-Click</b> Social Media Manager</li><li>• <b>1 year</b> SSL Certificate</li></ul>



# WordPress!



**Challenges for larger organizations**

**Different roles of website (and technologies)**

**Varied platforms – use the right platform for the right role!**


**Your marketing website is unique!**

# Before

2011

## INWOOD

### Security Vaults



*"For the things you can't afford to lose."*

**Call Us! 214-357-6888**

Home

Box Sizes And Prices

Our Facility

Our Services

Items to Store

Benefits

FAQs

Press

**Located at:**  
5470 W. Lovers Ln.  
Ste. 333  
Dallas, TX 75209  
[Get Directions](#)

**Hours:**  
Mon-Fri 9-5PM  
Sat 11-3PM

#### We offer these security solutions:

Do you have things you can't afford to lose? An heirloom ring? Your grandfather's coin collection? Important documents?

- Secure storage for valuables of any size
- Complete anonymity
- Personal service and convenience
- Mail delivery, secure package delivery

Inwood Security Vaults can put your mind at ease and keep your valuables safe in our [private vaults](#) at our secure facility. We have several [box sizes](#) available to suit your needs.

Inwood Security Vaults was established in 1981 and has no bank affiliation. [Our facility](#) has a garage that is large enough for a truck and provides complete privacy. Inwood Village offers a **security service 24/7**. All our storage areas are atmospherically controlled.

© 2013 Inwood Security Vaults  
Phone: 214-357-6888

2007



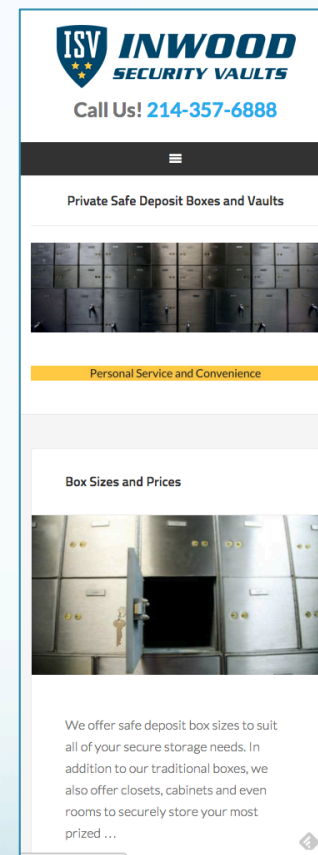
2009





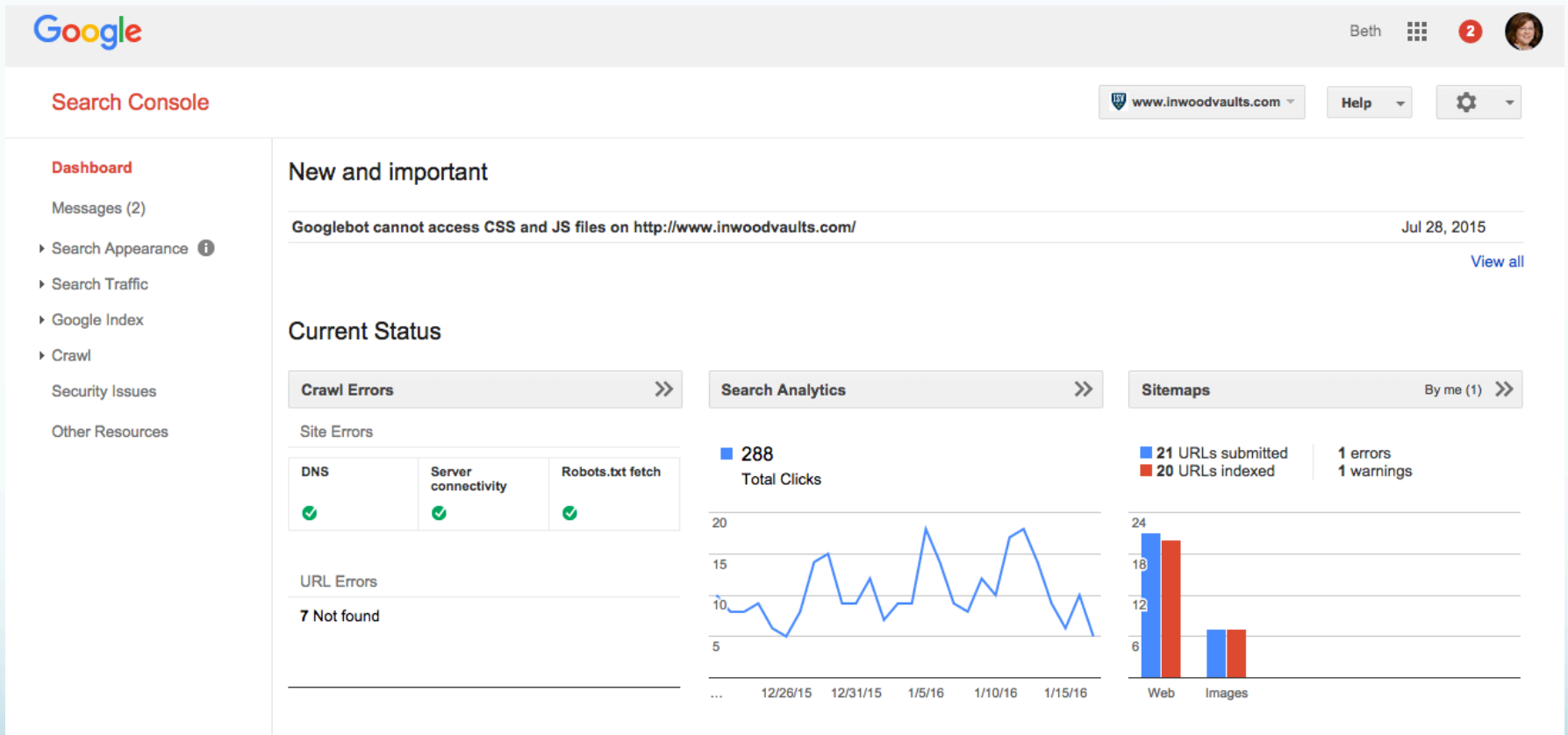
# After

*mobile responsive*



@BethKahlich

# Google Search Console is Your Friend!



# Your Web Developer is Your Friend



Do they have programming capabilities, or do they just know how to edit a site only from the WordPress backend?

Big difference...

*A Webmasters Checklist to Protecting Traffic and Rankings During a Website Redesign*  
<https://www.searchengineneews.com/se-news/content/seo-tips-for-website-redesign>



*What Next?*

# Six Steps to a SEO Friendly Website Move

# 1. Crawl Your Own Site

A. Screaming Frog

B. Do a Google Search

- `site:yourwebsite.com`

URL - web address of each page on the site



# Screaming Frog SEO Spider

<http://www.screamingfrog.co.uk/seo-spider/>

Screamingfrog

Screaming Frog SEO Spider 5.1 – Spider Mode

www.inwoodvaults.com

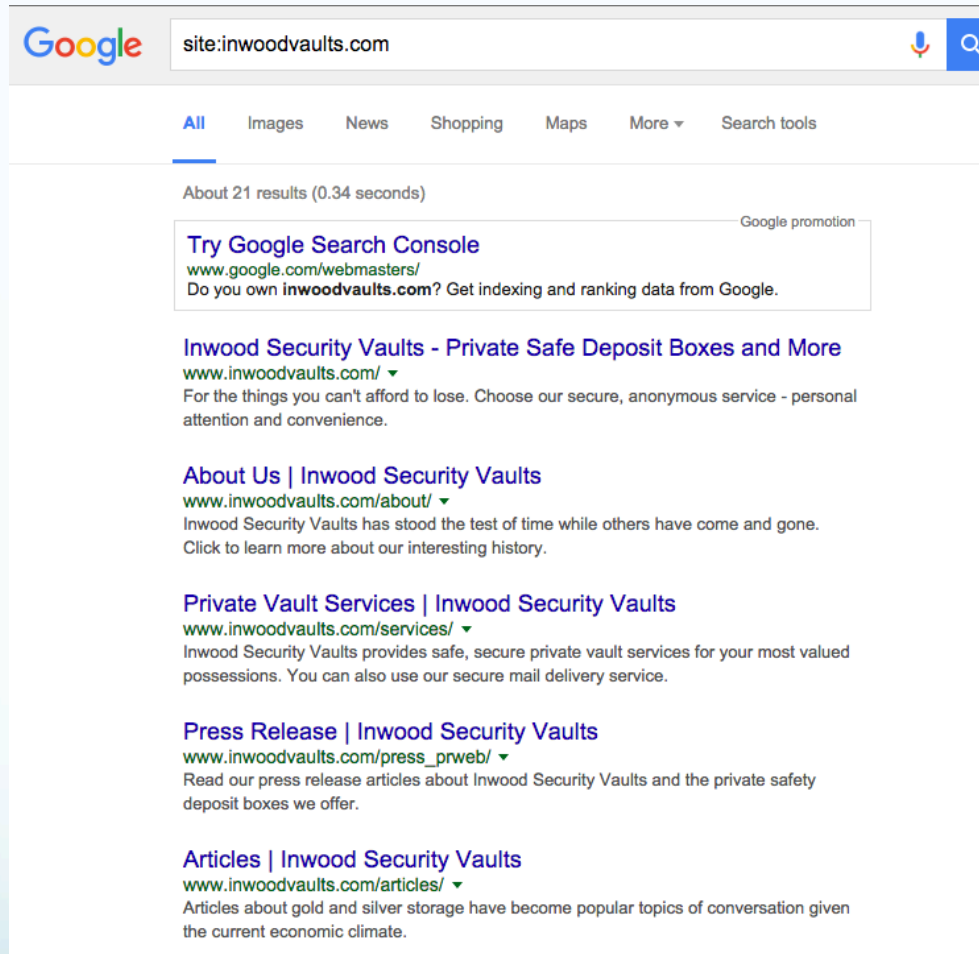
Start Clear 100%

Filter: HTML Export View: List Search

	Address	Content	Status Code	Status	Title 1
1	http://www.inwoodvaults.com/	text/html; charset=UTF-8	200	OK	Inwood Security Vaults – P
2	http://www.inwoodvaults.com/faqs/	text/html; charset=UTF-8	200	OK	Frequently Asked Question
3	http://www.inwoodvaults.com/our-facility/	text/html; charset=UTF-8	200	OK	Private Vault Facility   Inwc
4	http://www.inwoodvaults.com/about/	text/html; charset=UTF-8	200	OK	About Us   Inwood Security
5	http://www.inwoodvaults.com/services/	text/html; charset=UTF-8	200	OK	Private Vault Services   Inv
6	http://www.inwoodvaults.com/press/	text/html; charset=UTF-8	200	OK	Press   Inwood Security Va
7	http://www.inwoodvaults.com/private-vault-benefits/	text/html; charset=UTF-8	200	OK	Private Vault Benefits   Inw
8	http://www.inwoodvaults.com/gold-silver-storage/	text/html; charset=UTF-8	200	OK	What is the best place to s
9	http://www.inwoodvaults.com/privacy-policy	text/html; charset=UTF-8	301	Moved Permanently	
10	http://www.inwoodvaults.com/private-vaults/	text/html; charset=UTF-8	200	OK	Private Vaults   Inwood Se
11	http://www.inwoodvaults.com/location/	text/html; charset=UTF-8	200	OK	Location   Inwood Security
12	http://www.inwoodvaults.com/press_prweb/	text/html; charset=UTF-8	200	OK	Press Release   Inwood Se
13	http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	text/html; charset=UTF-8	200	OK	Bank Safe Deposit Boxes /
14	http://www.inwoodvaults.com/box-sizes/	text/html; charset=UTF-8	200	OK	Safe Deposit Box Sizes   Ir
15	http://www.inwoodvaults.com/contact/	text/html; charset=UTF-8	200	OK	Contact   Inwood Security
16	http://www.inwoodvaults.com/private-safe-deposit-box/	text/html; charset=UTF-8	200	OK	Private Safe Deposit Box
17	http://www.inwoodvaults.com/items-to-store/	text/html; charset=UTF-8	200	OK	Items to Store in a Private
18	http://www.inwoodvaults.com/private-safe-deposit-box/contact	text/html; charset=UTF-8	301	Moved Permanently	
19	http://www.inwoodvaults.com/security-of-private-vaults/	text/html; charset=UTF-8	200	OK	Security of Private Vaults
20	http://www.inwoodvaults.com/category/articles/	text/html; charset=UTF-8	200	OK	Articles About Private Vau
21	http://www.inwoodvaults.com/articles/	text/html; charset=UTF-8	200	OK	Articles   Inwood Security
22	http://www.inwoodvaults.com/privacy-policy/	text/html; charset=UTF-8	200	OK	Privacy Policy – Inwood Se

Filter Total: 22

# Google Search of all pages



Google site:inwoodvaults.com

All Images News Shopping Maps More Search tools

About 21 results (0.34 seconds)

Google promotion

**Try Google Search Console**  
[www.google.com/webmasters/](http://www.google.com/webmasters/)  
Do you own **inwoodvaults.com**? Get indexing and ranking data from Google.

**Inwood Security Vaults - Private Safe Deposit Boxes and More**  
[www.inwoodvaults.com/](http://www.inwoodvaults.com/) ▼  
For the things you can't afford to lose. Choose our secure, anonymous service - personal attention and convenience.

**About Us | Inwood Security Vaults**  
[www.inwoodvaults.com/about/](http://www.inwoodvaults.com/about/) ▼  
Inwood Security Vaults has stood the test of time while others have come and gone. Click to learn more about our interesting history.

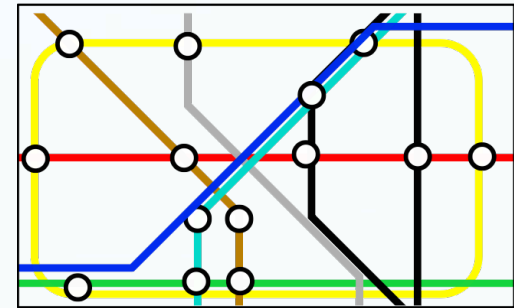
**Private Vault Services | Inwood Security Vaults**  
[www.inwoodvaults.com/services/](http://www.inwoodvaults.com/services/) ▼  
Inwood Security Vaults provides safe, secure private vault services for your most valued possessions. You can also use our secure mail delivery service.

**Press Release | Inwood Security Vaults**  
[www.inwoodvaults.com/press\\_prweb/](http://www.inwoodvaults.com/press_prweb/) ▼  
Read our press release articles about Inwood Security Vaults and the private safety deposit boxes we offer.

**Articles | Inwood Security Vaults**  
[www.inwoodvaults.com/articles/](http://www.inwoodvaults.com/articles/) ▼  
Articles about gold and silver storage have become popular topics of conversation given the current economic climate.

## 2. Map Site Architecture

- Use the software of your choice
- Microsoft Excel works well
  - track old site architecture and new site architecture



# Sample Before/After Site Architecture

	A	B	G	H	I
1	Existing Page Layout		New Page Layout		
2	Page	Subpage			
3	Home		Home	Add 3 blocks on Home Page	
4				Window Replacement	
5	About			Door Replacement	
6				Get a Free Quote	
7	Windows		About		
8		Energy Efficient	Window Products		
9		Replacement		Vinyl Windows	
10		Premium Vinyl		Energy Efficient Windows	
11		Aluminum		Aluminum Windows	
12			Door Products		
13	Doors			Entry Doors	
14		Fiberglass Entry		French Doors	
15		Steel Entry		Patio Doors	
16		French	Areas We Service		
17		Patio		[Have a separate page with UNIQUE content for every city/town/area you serve]	
18				>>focus on areas with best customers first	
19	Gallery		Gallery	[re-do this section to have pictures before/after]	
20					
21	Contact		Reviews		
22		Testimonials	FAQs	[no need for periods]	
23		F.A.Q.		>> Have one page for each question - very specific	
24			Contact		
ADD TO FOOTER MENU					
			Articles		
				Types of Windows (one article that lists all the types of windows)	
				Types of Doors (one article that lists all the types of doors)	
				More specific articles can go here over time	
			Blog	[this is OPTIONAL - do not have to do at this time]	

# 3. Map Before/After URLs

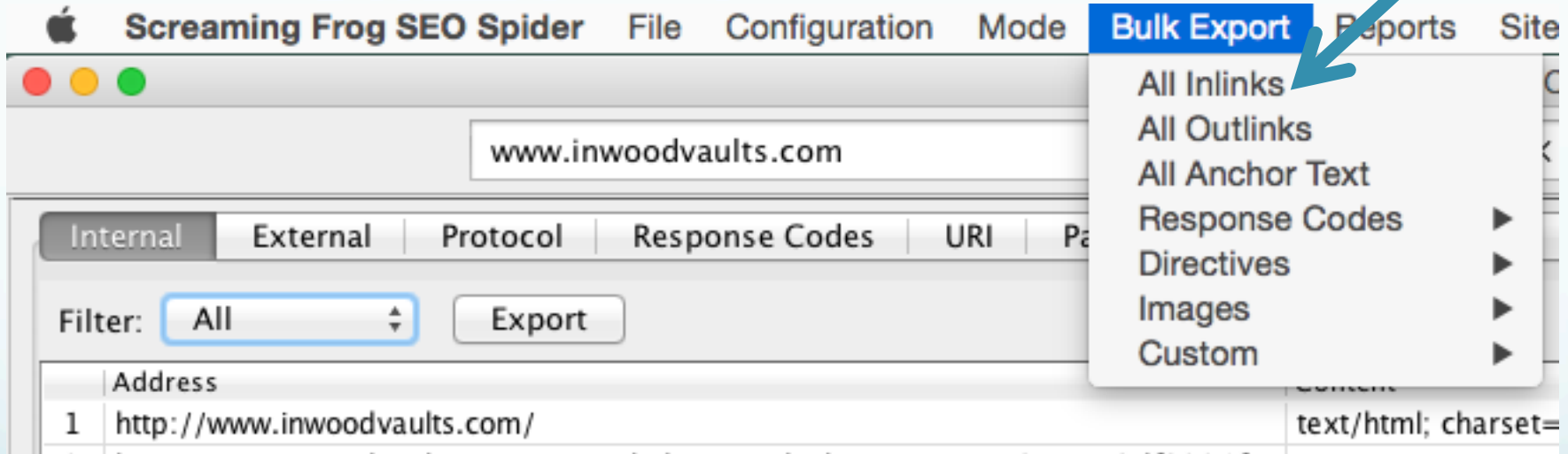
- Use Excel or Google Docs
- Share with your team – I have simple template I'll share with you

page or post	Menu Name (if applicable)	Old URL	New URL
page	Architect and Engineer Insurance	/commercial-insurance-agent-and-broker-dallas/architects-engineer-insurance/	/architects-engineer-insurance-texas/
page	Auto Dealers & Auto Services Insurance	/commercial-insurance-agent-and-broker-dallas/auto-dealer-insurance/	/auto-dealer-insurance-texas/
post	Broker/Dealer Errors & Omissions	/brokerdealer-errors-omissions-insurance-solutions/	/brokerdealer-errors-omissions-insurance-texas/
page	Building Material Dealers Insurance	/commercial-insurance-agent-and-broker-dallas/building-material-dealers-insurance/	/building-material-dealers-insurance-texas/



# 4. Check Your Internal Links

- Back to our friend Screaming Frog





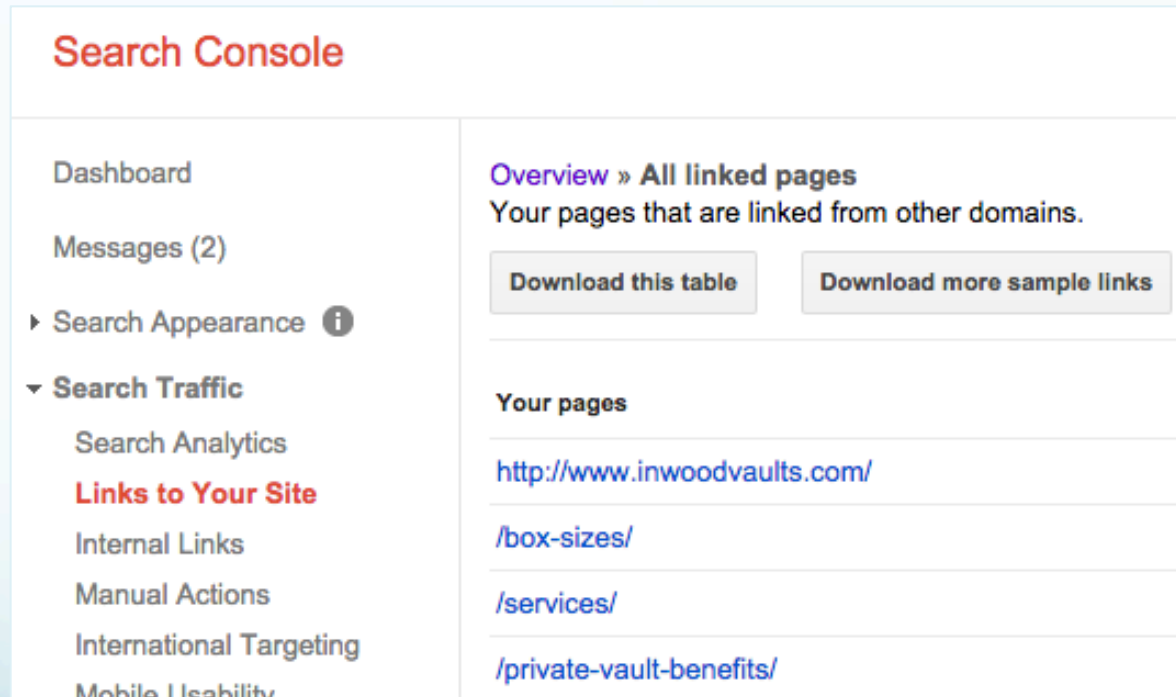
# Find Hidden Internal Links to Old URLs

http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/faqs/	FAQs	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/our-facility/	Our Facility	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/about/	About	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/services/	Our Service	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/press/	Press	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/private-vault-benefits/	Benefits	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/private-vault-benefits/	the most se	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/gold-silver-storage/	Best Place t	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/privacy-policy	Privacy Poli	301	Moved Per	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/private-vaults/	Private Vau	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/location/	Location	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/location/	click for dir	200	OK	ti
http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-new-restrictions/	http://www.inwoodvaults.com/bank-safe-deposit-boxes-add-	Bank Safe D	200	OK	ti

Found incorrect link on this page – need to change to new URL

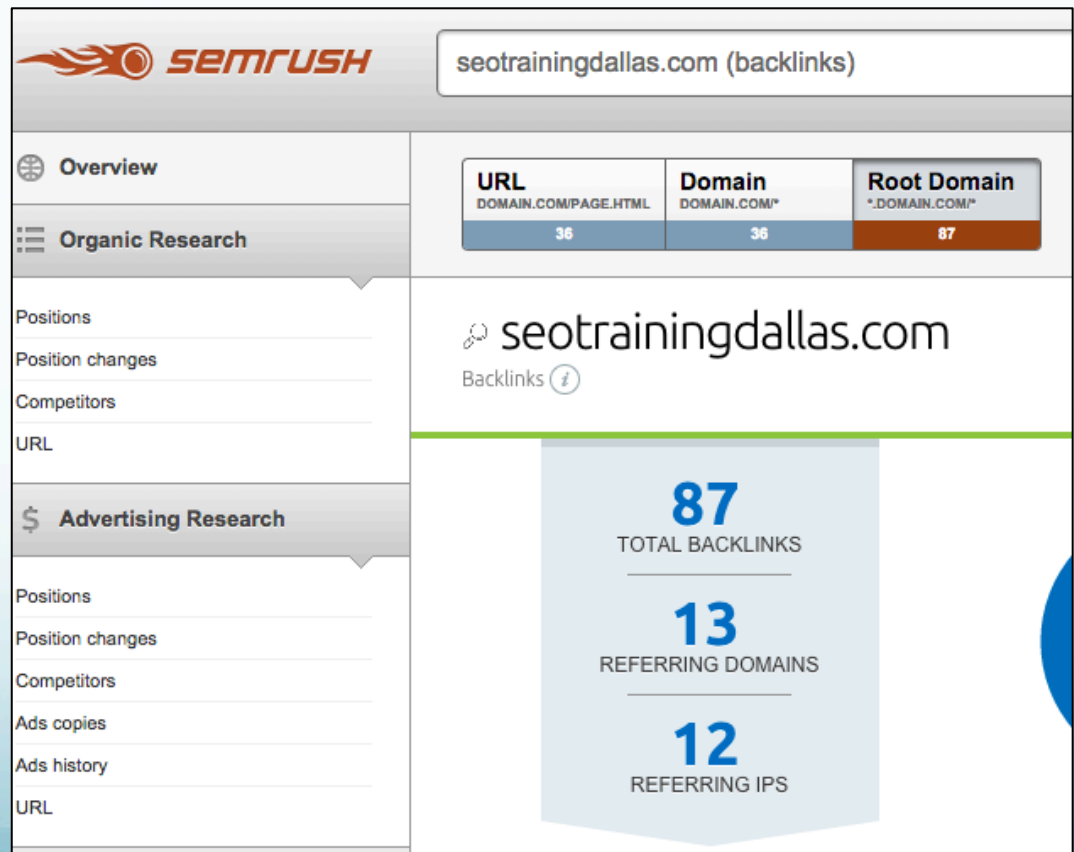
# 5. Check External Links

- Free: Google Search Console
  - Search Traffic > Links to Your Site > Your Most Linked Content



# Check External Links

- Paid
  - Open Site Explorer (Moz Tool)
  - Majestic
  - SEMrush



# Sample Report – Referring Domains

**MAJESTIC** Blog Tools Support Plans & Pricing 4 Beth Kahlich

## Site Explorer Results

inwoodvaults.com

Use Fresh Index Use Historic Index

Summary Topics **Ref Domains** Backlinks New Lost Anchor Text Map Pages Link Profile

Order By: Backlinks Descending Then: Alexa Rank Ascending Refresh

Export Data

#	Referring Domains	Primary Topical Trust Flow	Backlinks	Alexa Rank	Flow Metrics	
					Trust Flow	Citation Flow
1	<a href="https://thesurvivalpodcast.com">thesurvivalpodcast.com</a>	23 Recreation / Outdoors	13	101,217	23	40
2	<a href="https://silvercoins.com">silvercoins.com</a>	20 Recreation / Collecting	5	602,153	21	21
3	<a href="https://yellowpages.com">yellowpages.com</a>	71 Reference / Directories	2	989	72	55
4	<a href="https://isoosi.com">isoosi.com</a>	19 Business / Real Estate	2	829,164	21	26
5	<a href="https://inwoodvillage.com">inwoodvillage.com</a>	27 Shopping	2	N/A	27	19

8

<https://www.reddit.com/r/chicago/comments/2hzr0...>

+ Look for more backlinks from this domain

<http://www.inwoodvaults.com/private-safe-deposit-box/>

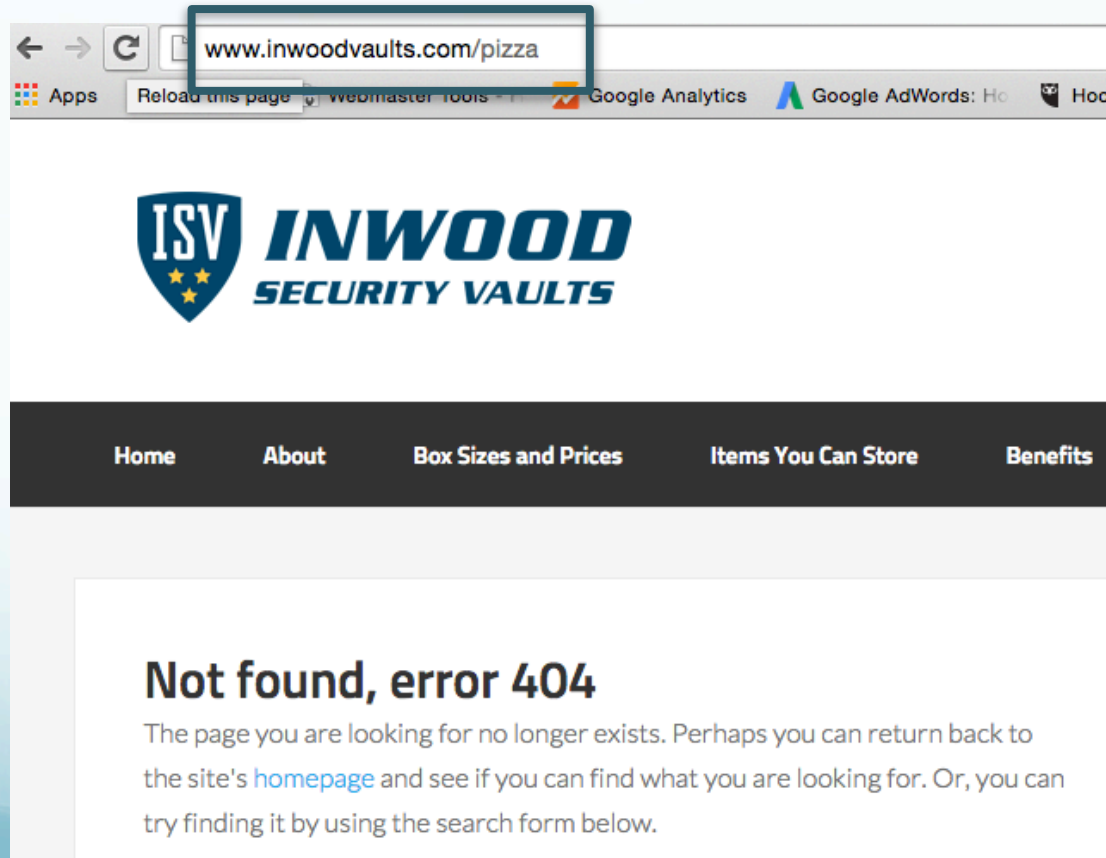
↳ <http://www.inwoodvaults.com/private-safe-deposit-box>

# 6. Redirects, Redirects, REDIRECTS!

- What is a redirect?
- A 301 redirect tells any visitor to your site (including Google) that the webpage has moved to a new URL [website address]
  - visitors will be “redirected” to the new URL of the page
- 302 redirect – temporary  
Don't use these!

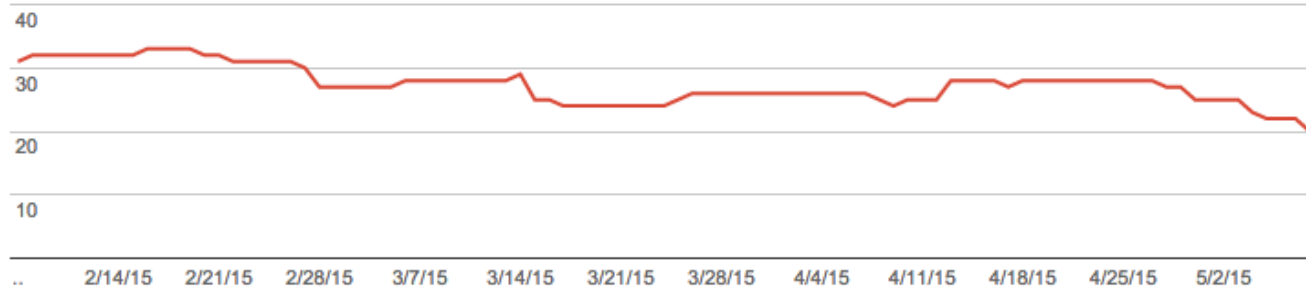
# What is a 404?

- Tells human visitors and search engine visitors that the page is not located at that address



# Site Not Moved Correctly

Access denied ? <b>0</b>	Not found ? <b>20</b>	
-----------------------------	--------------------------	--



Top 1,000 pages with errors


[Download](#) [MARK AS FIXED \(0\)](#)  Show 25 rows 1-20 of 20 [<](#) [>](#)

<input type="checkbox"/>	Priority ▾	URL	Response Code	Detected
<input type="checkbox"/>	1	summer-camp-foot-lockers/	404	5/3/15
<input type="checkbox"/>	2	latest-news/cymbal-vault/	404	4/19/15
<input type="checkbox"/>	3	product-list/productlist/	404	2/24/15
<input type="checkbox"/>	4	trunks/	404	4/10/15
<input type="checkbox"/>	5	drawer-cases/	404	3/4/15
<input type="checkbox"/>	6	case-styles/casestyles/	404	4/12/15



# Redirects Can Be Easy If...

- You are using WordPress
- There are many “plugins” for WordPress



**Redirection**

Redirection is a WordPress plugin to manage 301 redirections and keep track of 404 errors without requiring knowledge of Apache .htaccess files.

[Download Version 2.3.15](#)



# 301 Redirect Plugin

Request		Destination
example: /about.htm or /directory/landing/		example: http://www.seotrainingdallas.com/about/
/seo-training-dallas-september-2014/	»	/september-2014-seo-training/
/seo-software-using/	»	/seo-software-how-to-choose/
/sitemap.xml	»	/sitemap_index.xml
/testimonials/	»	/reviews-dallas-search-engine-academy/
/reviews/	»	/reviews-dallas-search-engine-academy/
/digital-marketing-services/SEOCOaching Services/	»	/seo-coaching-services/
/seo-certification-classes-held-in-dallas-texas/	»	/
/learn-seo-the-right-way/	»	/
/how-to-get-your-boss-to-pay-for-seo-training-video/	»	how-to-get-your-boss-to-pay-for-seo-training/

# Advanced – .htaccess for 301 Redirects

- Plugin – easy but some think it is too “code heavy”
- 301 redirects can be done by your programmer in the .htaccess file
  - stored at the hosting level
  - accessed through FTP
  - edit with any text editor
- When to do this
  - Large site (50+ pages to be redirected)
  - No planned changes to URLs after move
  - Good access to your Programmer Friend 😊



# Advanced – URL Canonical Tag

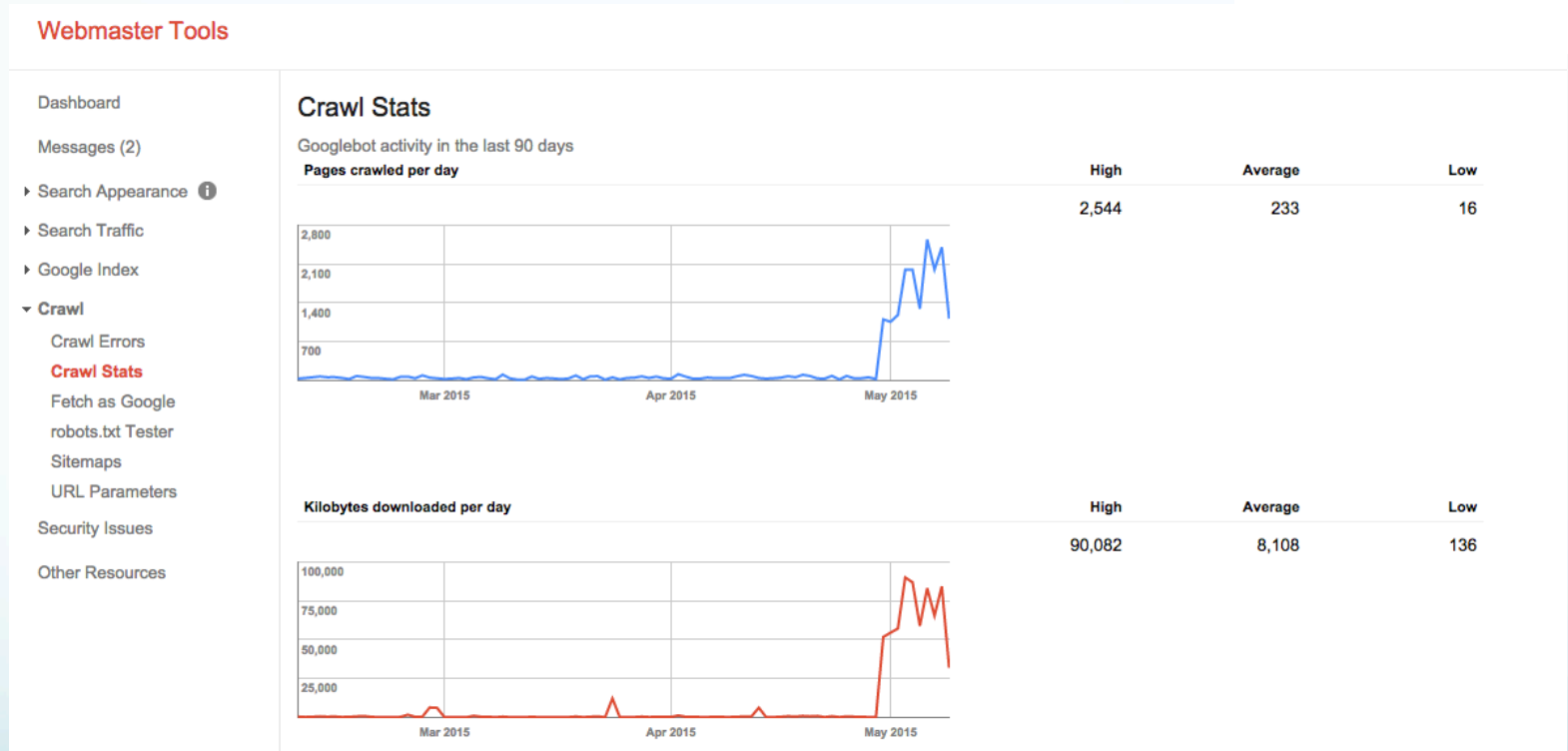
```
<link rel="canonical" href="http://www.seotrainingdallas.com/seo-software-recommendations/" />
```

- Tells Google what the exact website address is of your web page
  - stored in the <head> section of your pages
  - unique to each page on your website
- Another good reason to use WordPress – it can handle this for you

<https://yoast.com/rel-canonical/>

# What Happens When You Move Your Site?

# What Google Does: Crawl Your Site More



# Good Results: More Traffic from Google



# Case Study from Large Ecommerce

- Merchandising team was doing a great job of changing the URLs to be more relevant
- They were well-aligned with website team – so 301s were happening correctly
- result – 17% drop in traffic
- Conclusion:  
HAVE A PLAN  
DON'T CHANGE  
TOO MUCH



# Wrap Up

- You should most likely plan on moving your site to a new design and/or platform every 3 years
- New technologies could mean you have to move your site sooner
- Don't ignore Google Search Console
  - Please!
- STAY ORGANIZED
- Make friends with your programmer 😊







# Beth Kahlich

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**SearchEngineAcademyTexas.com**

**@BethKahlich**



# QUESTIONS