

# Preserve SEO While Launching Your New Website

Yes, it's finally time. Time to launch your new website.

You've spent years strategically constructing your former site's content and strengthening each keyword. The SEO has been converting well and guarding that success is a must.

What will happen to your search engine optimization (SEO) once you revamp and launch your new site?

As a savvy digital marketer, understanding how to preserve your SEO during the redesign and migration of your new site is critical. Let's take a look at a new website SEO checklist to get started.

## Steps to Take to Safeguard Your SEO

Before you launch a new website, you need to protect your website's SEO to remain relevant on search engines and appear in organic searches.

### 1. Audit Your Current Site

A technical audit crawls your old site for errors. By establishing areas of concern on your former site, you save yourself many red flags when launching your new site.

Here are some [examples of site errors](#):

- Broken internal or external links
- Large files causing a slow load process
- Low text to HTML ratio
- Invalid sitemap.xml format
- Non-secure pages
- Duplicate title tags

### 2. Benchmark Existing Metrics

Document and save your old site's performance progress. Google Analytics is one of the most popular tools to aggregate and assess site data.

If you don't have a sitemap for your old website, you need to create one along with a new version for the new site. Comparison metrics will assist you in analyzing and implementing each element of your new site.

### 3. Use Similar Content

Have you heard the phrase, "If it isn't broken, don't fix it"? The same can be said about your new site content.

#### **Keep Your Old Content**

Comparable content provides uninterrupted optimization helping you to score high SERP (search engine results page) rankings. Move old site content right over to the new site. Historical data is equally important in the SEO process, so instead of deleting old content, improve it.

#### **Keywords**

It's simple. Use the same keywords. Create a spreadsheet, organize each keyword, and compare the productivity. List the corresponding search volumes and define the strongest players.

### **One Topic Per Page**

Use only one topic and keyword per page on your site. Optimizing one keyword per page increases your site relevancy.

## **4. Create a Temporary Site**

Generate a temporary URL during the design process. Using a temporary site curbs the risk of your new site being indexed while under construction.

Users will also still have continued access to your former site to avoid any conversion interruption.

## **5. Test the 301 Redirects**

[Permanent 301 redirects](#) help confirm that each former URL is directed to the new URL. Create a spreadsheet and map out each redirect.

Broken links are major hiccups and will slow down the SEO process.

Watch out for deleted pages as well as static content. The technical audit will also effectively mend these possible glitches.

## **6. Update Buttons/Logos/Forms**

One misdirected link and you might lose the user for good. To develop a memorable user experience, make sure each icon/button/form operates and connects to the correct destination.

### **Social Media Buttons**

Social media plays a huge part in driving traffic to your site. When adding new social media buttons, make sure each icon is highly visible to the viewer and properly linked.

As many companies have multiple accounts within one social media platform, verify that you are linking to the proper account consistent with the relevant page content.

### **Logos**

Make sure each partner brand/logo is updated. Companies and organizations may redesign or update their logos frequently and proper representation is imperative.

### **Call to Action**

Depending on your site's call to action, test each link for the proper conversion.

For example, if you want the viewer to subscribe to your newsletter, verify that each component of the sign-up form is functioning.

## **7. Choose the Right Agency**

[Choosing the right agency](#) for your site's design is a critical priority.

When interviewing each agency, ask yourself these questions:

- What are their active conversion strategies?

- Have they researched your competition?
- Are they testing their SEO?
- What is their bidding strategy?
- Do they confidently communicate their plan of action?

## SEO and Smart Conversion

The main goal during your site migration is to sustain your SEO blueprint and securing conversions.

Rushing the site design and possibly losing even one customer to an abandoned SEO strategy is unacceptable.

[The ConversionIQ™ System](#) matches your essential keywords to the precise lead location and data. After assessing your old site's performance, the system implements and generates well-defined data tailored for each user. The components include:

### Capture

Capture your audience with targeted messages and devoted demographics. Pair your viewer with the exact product in their online search. Audiences are matched by:

- Search Terms
- Ads
- Landing Pages

### Connect

It's a fact. People get distracted. ConversionIQ™ reconnects your customer through consistent messaging as well as engaging a retargeting method. Therefore, encouraging the customer to return to the conversion stage.

### Cultivate

Is your SEO strategy converting high-quality leads? The ConversionIQ™ system provides targeted data related to your SEO campaign. It includes keyword conversions, device activity, and landing page traffic.

## Develop a Strategy for Your New Website SEO

With the right strategy in place, you can easily integrate your previous site's optimized data into your new site's SEO strategy.

Maintaining your SEO performance increases your new site's relevancy, authenticity, and trustworthiness. By incorporating all of the elements above, your conversion rate will thrive and your new website will be a huge success.

**[Request a consultation](#) today to learn more about preserving your SEO during a site migration.**

### Meta Information

**Focus Keyword(s):** SEO, new, website, keyword, content

**Secondary Keywords (WordPress Tags):** site, link, conversion, strategy, data

