

The background of the slide features a close-up, shallow depth-of-field photograph of several pushpins. One pushpin in the foreground is in sharp focus, showing a bright blue spherical head and a black stem. Other pushpins in various shades of grey and black are visible in the background, some in focus and some blurred. The lighting creates soft shadows on the surface below the pins.

Marketing — on the Web

by John Allen





Pagerank

According to Google

- Pagerank reflects the importance of web pages... Pages that (Google) believes are important pages receive a higher Pagerank and are more likely to appear at the top of the search results.
- The single most important thing in determining Pagerank is incoming links.



Launching a new website

Your existing pages have:

- Incoming Links
- Age/History in the Engines
- An established Pagerank



Launching a new website

- Unless your new site has exactly the same domain and pages names that Pagerank will be lost.
<http://www.yourdomain.com/filename.html>
- Unless you are just changing the CSS or rolling out a new template, this is unlikely to be the case



To Transfer Pagerank

- Install Analytics
- Install Webmaster Tools
- Map old page to new
- Notify Google
- Monitor Webmaster Tools for errors
- Monitor Google Analytics for wins/losses.



Determine Existing Issues

- Inaccurate or missing Sitemap
- Inefficient navigation structure (links within page content)
- Lack of analytics data
- No Webmaster Tools data
- www and non-www versions
- Legacy page types (.htm, html, .php,.shtml, asp,)



Pre-Launch

Pre-Launch

- Generate a sitemap
<http://www.xml-sitemaps.com/>
- Install Google Analytics
- Add Google Webmaster Tools verification to old and new site.
- Download a copy of the exiting site (backup)



Generate a sitemap

A sitemap gives you a current roadmap of all the indexable links on the site (java menus, downloads?)

- Create a sitemap of the new site
- Import to a spreadsheet
- Create a Map old to new
- Use 301 for permanent changes, use 302 for interim.
- Note pages that don't have a direct equivalent, map to most appropriate new page/sections



Pre-Launch

Install Google Analytics

- Evaluate the most important pages/content
- Be sure equivalent content exists on new site.



Pre-Launch

Install Webmaster Tools

New domain name?

- Create webmaster Tool accounts for www and non-www versions
- Set preference (www suggested)

Existing site:

- Create webmaster Tool accounts for www and non-www versions
- Set preference (www suggested)



Pre-Launch

Install Webmaster Tools

- Verify that you have redirects in place for pages with significant incoming links.
- Note crawl errors.



Pre-Launch

Download a copy of the exiting site (backup)

Once new site is launched, you may have questions about old content

- Page names may not be meaningful.
- Old content may not have been active in navigation, but still active/linked from other sites.



Ready to Launch?

Keeping exiting domain

- Move old site to sub-directory
- Move new site to www
- Test Redirects

New Domain Name

- Create new website under new domain name
- Forward old domain to new
- Test Redirects



Post-Launch

Post Launch

Monitor Webmaster Tools

- Notify Google of Change
- Note Sitemap errors
- Note crawl errors / missing (404) pages
- Add missing pages to .htaccess file
- Test redirects (verify 301)
- Test 404 pages



Post-Launch

Post Launch

Use the same GA code

- Track progress
- Monitor wins/losses
 - Page Views
 - Visits
 - Year over Year data.
 - Organic Traffic
 - Content
 - Keywords



Caveats

Don'ts

- Don't redirect to a redirect
- Don't use client side redirects
- Don't use htaccess if you have access to the main server configuration file

See:

- <http://www.webconfs.com/how-to-redirect-a-webpage.php>
- <http://httpd.apache.org/docs/1.3/howto/htaccess.html>
- <http://www.mcanerin.com/en/articles/301-redirect-iis.asp>



Other Issues

- eMail
(forward old addresses to new?)
- On-Site SEO