

CASE STUDY

# Replatforming a Major Tech Company With No Traffic Loss

## the growth challenge

After scaling their content production during 2023, Kartra's marketing leadership decided that in the best interest of their content team and their website traffic, they should re-platform their entire website away from a custom CMS to a WordPress-hosted website. They needed a team with development and technical SEO expertise to oversee the migration and prevent any traffic loss.

Sitemap was in charge of the migration and ensuring there was no traffic loss and the website launch went successfully.



**Website:** kartra.com

**Profile:** Kartra is an all-in-one marketing platform that helps creators, consultants, and coaches run their business more effectively and get more profit.

## customized solutions



### Technical SEO

Sitemap worked with Kartra's development team to ensure the new website's code was correct and the on-page and backend elements were correctly optimized for search engines



### Migration Oversight

We created a master launch plan that contained every element needed for a successful website launch, including URL reconciliation, 301s paths, and content matching



### Analytics Benchmarking

Sitemap collaborated with Kartra's performance team to benchmark keyword position, website visitors, and affiliate traffic to ensure normal activity

## measurable outcomes

The new website was launched without any noticeable traffic loss. Users had no issues finding new content, affiliate links and tracking went successfully, and the traffic to key pages not only remained the same, it grew when compared YoY.



5% organic traffic growth to key pages after launch



Zero downtime during the migration



22% fewer technical SEO issues reported in GSC



100% of key pages indexed within 30-days