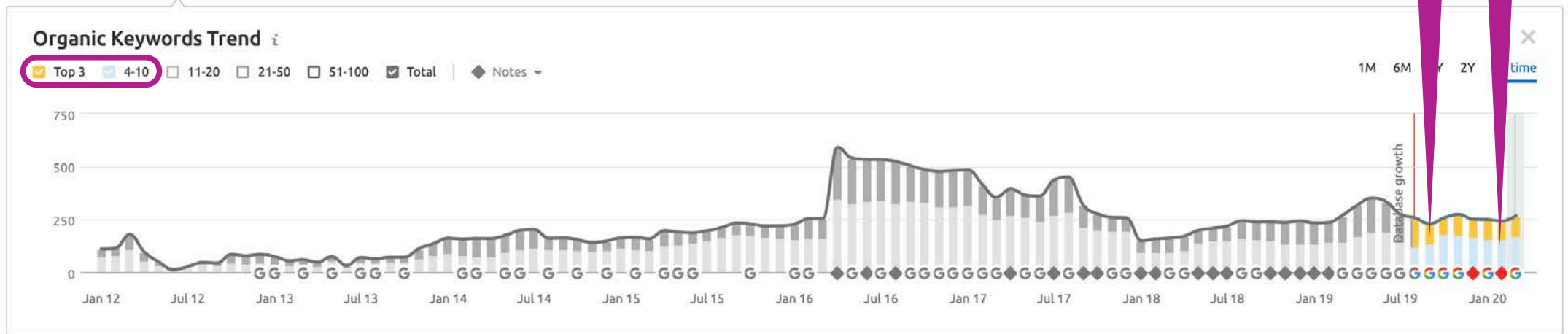


snooza.com.au - Failed Migration Recovery

Magento to Shopify

Snooza performed a platform migration from Magento to Shopify on September 1st 2019, even though we recommended otherwise. With multiple technical elements failing to be executed, they began bleeding revenue and traffic in the organic channel which led to Snooza's engagement with Megantic in October 2019. We were able to remediate and implement various technical SEO fixes while concurrently rolling out a new structure to broaden Snooza's potential targeting. As a result, Snooza has seen amazing uplift with the organic channel experiencing all-time monthly highs.



2. Inherited Challenges

- Immediate drop in traffic following migration
- Conversion rates drop
- Wrong 301 redirects (redirects to tagged URLs, products » categories, redirects to canonicalized pages)
- Steady decrease in organic traffic growth over 12 months prior to migration
- Old products and replacement parts were not carried over to the new website
- They did not transfer any blog content (we performed this task)
- Fully reverse engineering their migration
- Clear and re-map any unwanted 301 redirects i.e. redirects to paginated, dynamic, canonical etc. URLs
- Determine which landing page URLs not executed that had value
- Implementing new 301 redirects based on GSC impression data from search console and historical GA data.
- Metadata not transferred - ensured new metadata creation and transfer of old metadata in the interim
- Added new filters and categories to capture larger audience following migration

3. Outcomes

- Much larger potential targeting in terms of impressions and keywords
- Large improvements to UX with menu and appropriate landing pages
- Instant reclamation of lost traffic due to blogs
- Reclamation of lost traffic due to missed or incorrect 301 redirects
- Full concurrent URL restructure based on research
- Link reclamation
- Sitemap implementation
- Q1 2020 vs Q1 2019 - 64.99% increased organic revenue over previous year
- 47.28% increase in organic transactions
- 25.80% increase in organic conversion rate
- 17.08% increase in organic sessions
- 13.70% drop in organic bounce rate
- 51% increase in overall website revenue