



CANADA'S WEB SHOP
experts in online marketing since 1999

SEO for Web Site Redesign

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GOALS

1. Redesign site with minimal search engine optimization wrinkles
2. Redesign site with usability in mind
3. Not break stuff



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Early Considerations

- Web Host
 - Server location
- Server Platform
 - Check current apps and forms



Review the Existing Site

- Create a map of the basic navigation
 - Level 1 Pages (one click from homepage)
 - Level 2 Pages (two clicks from homepage)
 - Level 3 Pages (three clicks from homepage)
 - Etc.



Review the Existing Site

- Gather some data
 - Use Google Webmaster Tools, Yahoo! Site Explorer and Bing Webmaster Center
 - Check the search engine results for the top ranked pages on key terms
 - Use your Analytics to find top performing pages



Review the Existing Site

- Verify Your Redirects
 - www or non-www
 - Default Page Name
 - Trailing slashes



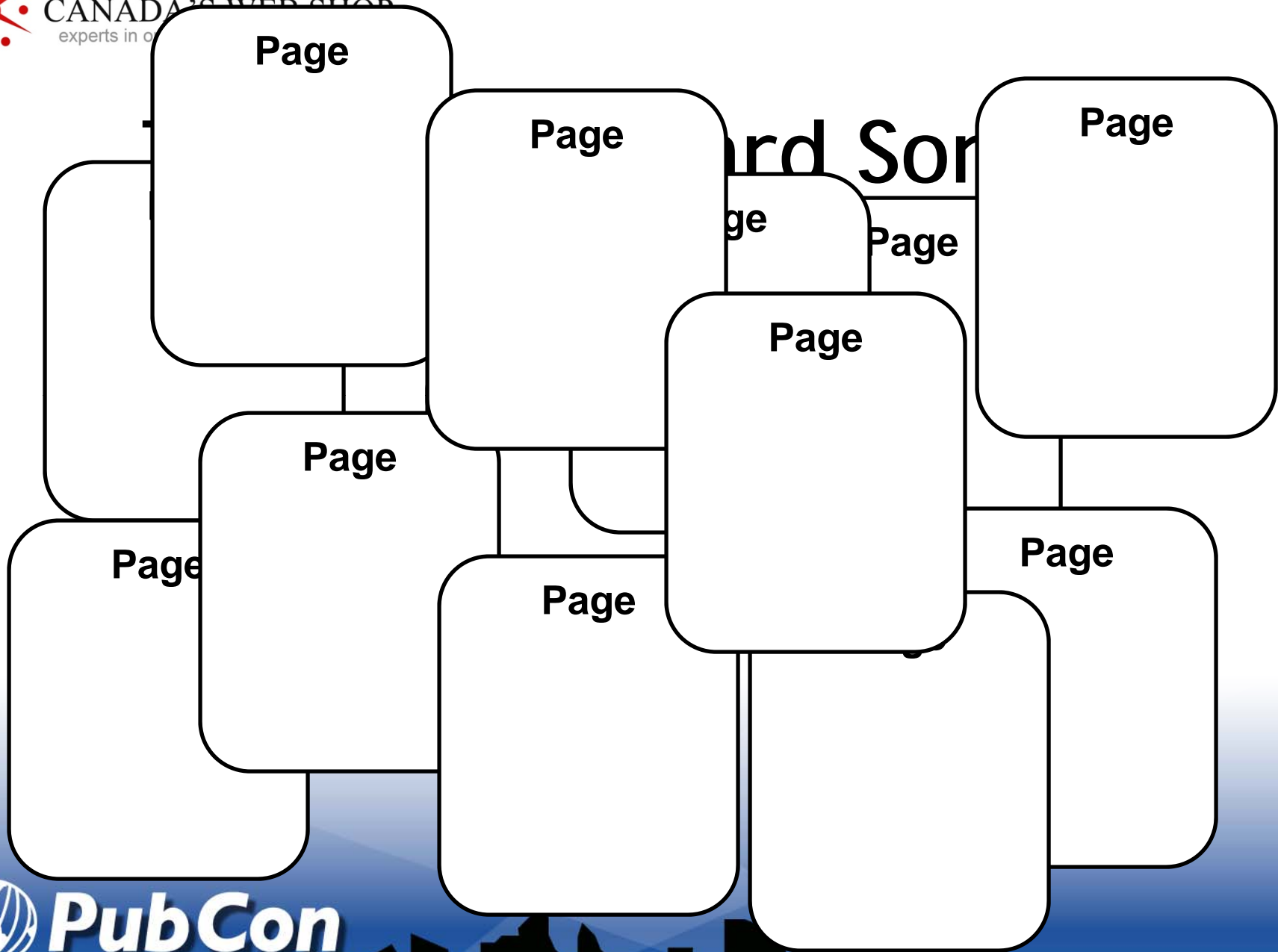
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Transition

- Remap Your Navigation
 - Card sorting
 - Organize your content
 - Logical for user, logical for spiders



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Category

B SHOP
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Page

Page

Page

Page

Page

Category

Page

Page

Page

Page

Page

Category

Page

Page

Page

Page

Page

Position

Score



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Transition - Card Sorting

- Users group cards based on their perceived logic
- Repeat
- Review and look for patterns
- Decide on new navigation





Transition

- File Names
 - Keep or change
 - File type
 - If you choose to change, keep detailed records of old → new pages
 - Be consistent and strategic



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Transition

- File Name Strategy
 - Hyphens vs. Underscores
 - Use keywords (but don't stuff)
 - All lowercase



Prepping the New Site

- Custom 404 Pages
 - Use site template
 - Put calls to action on this page!
- Update Robots.txt
- Run a link checker
 - Xenu



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After Launch

- Resubmit Site Map to the search engines
- STALK your analytics!!



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