

# Footwear Brand Sees **39% Increase in Traffic** After Site Replatform

## Channel:



Website

## Industry:



Footwear

## Service:



Search Engine Optimization

## Goal:



Seamless Web Replatform

## The Situation

A successful site replatform requires extensive planning and clear, ongoing communication. Working with an experienced SEO team to help manage the process smoothly is vital. Discover how detailed preparation and consistent communication allowed a footwear manufacturer to replatform with zero organic traffic declines.

## Opportunity Identified

An industry-leading footwear brand came to ROI with plans for a replatform. The ROI team discussed the process, looking at how the site could be reorganized and expanded to better target customer queries. With most URLs expected to change, building out a redirect list would also be crucial to understanding how the current and new versions of the site would align.

## ROI in Action

A site audit was completed to identify any technical issues that needed to be addressed before or during the transition. Throughout the entire replatform process, the ROI team maintained constant communication with the footwear brand, using a shared document to track and communicate changes to the navigation structure. ROI's SEO content experts built a map of the new site and created updated copy for all category pages. The new site was launched within four months.

## Results Achieved

The replatform was seamless and smooth, with the brand experiencing **no traffic or data loss during the migration**. In fact, traffic increased and bounce rates dropped within the first three months.



**+39%**  
Organic Traffic  
Increase



**-2.4%**  
Decline in  
Bounce Rate