alice McCALL

Case Study

INTERNATIONAL TARGETING & SEO WEBSITE MIGRATION

Service
Experience

Key Areas
International SEO
SEO Migration
CRO

alphadigital

The Client

alice McCALL is high-end women's fashion designer based in Sydney. What started in 2004 has now turned into a house-hold brand with 13 boutiques across Australia, 171 stockists worldwide, and an online store delivering premium clothing around the world.

Objective 1

Migrate to a new website without experiencing a decrease in traffic and tracking.

Objective 2

Conduct technical and CRO analysis post-migration to improve traffic, conversion rate and revenue.

Objective 1

| Increase in organic traffic post-migration | **23%** |
| Increase in users from intl. targeted countries | **28%** |

Objective 2

| Increase In Online Revenue | **34%** |
| Increase in Transactions | **113%** |

alice McCALL

The Challenges

Post-migration, the website experienced a number of usability and technical difficulties. To ensure that this did not lead to a drop in revenue, we consulted to locate areas for improvement on the new website.

International Targeting - 7 separate websites were launched to target specific countries. As part of this, we needed to ensure no loss of data and that each website would be picked up appropriately by search engines.

The Strategy

Technical Analysis - We took a fine-toothed comb through Google Analytics and managed to maintain all data throughout the migration process. This gave us everything we needed to complete a full technical audit and monitor the site effectively.

User Behaviour Analysis - With user behaviour tracking tools we were able to look at how customers were behaving on the site in real-time. This analysis helped us to pinpoint improvements on specific devices and browsers to supply the recommendations directly to developers for fixing.

Conversion Rate Optimisation - Going page-by-page allowed us to identify areas that could be hindering on-site experience. From this, we were able to find bottlenecks and assist in identifying crucial changes needed on the new website.

Split Testing - Noticing that specific value propositions and unique selling propositions were not being used to their full potential, we recommended a number split tests as part of the migration. This is not typically part of a migration, but we knew it would be invaluable for the client and so we made room for testing within the scope.