



3Q CASE STUDY

Site Migration and Consolidation to Preserve Traffic Post-Merger

RETAIL BANK

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CLIENT

A large retail banking company.

CHALLENGE

After a merger with a competitor, the client continued to maintain separate brand identities and separate websites. This strategy spliced link equity across two different domains. The client decided to migrate the separate existing websites into a unified new domain and needed help with the redirect and technical strategy of combining two separate domains into one new, co-branded identity.

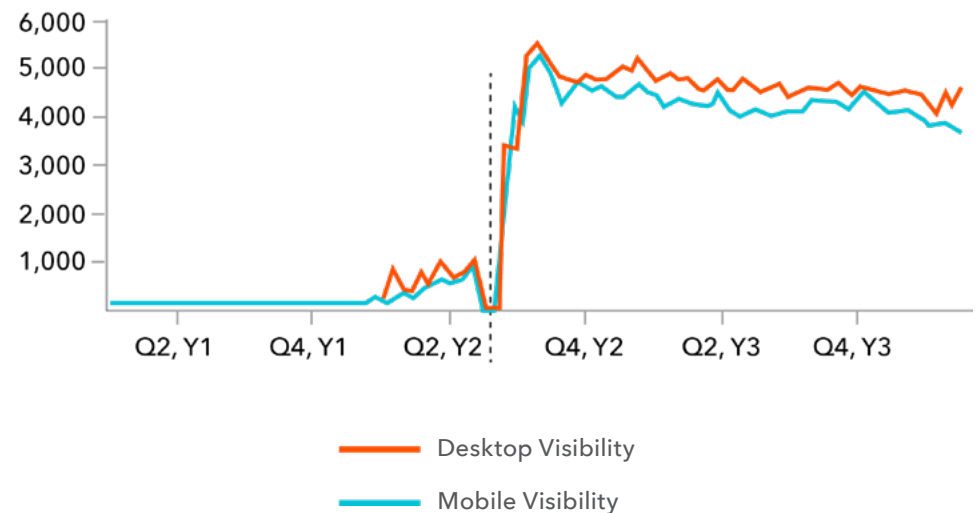
SOLUTION

After a thorough technical audit, the 3Q SEO team identified three additional duplicate domains that were splitting link equity and needed to be re-directed and incorporated into the co-branded domain strategy. 3Q guided the client through the migration and consolidation of the five total domains into the co-branded property by providing a detailed step-by-step process for implementation.

RESULTS

The client successfully merged domains via site-wide 301 redirects to consolidate link equity and minimize organic visibility loss. We successfully redirected the five domains with historical SEO value into a brand new domain with no history or links. The resulting transfer of value is shown below.

Client Domain:
SEO Visibility After Migration





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