

In mid-June, I joined the ABTco team as an independent SEO specialist, currently, the goal of the company is to create a new corporate website that will contain all products as well as services provided by the company. Right now, the company has three independent websites — www.abtco.us, www.myquickmac.com, and www.4organizer.com. The management of the company decided to combine the three websites into one central, corporate website. To accomplish these goals, the following plan of action was proposed:

1. Creating backups of three existing sites.
2. Designing a new website, its architecture, and structure.
3. Designing new databases, migration of databases of three existing websites
4. Transferring all information from three sites — merging data
5. Migration of all pages, links, and static files to the HTTPS protocol
6. Transferring the Backend to another hosting
7. Transferring the domain to a new registrar
8. Complete redesign of company's branding and all pages of the website
9. Work on the UX of the future website
10. Animation and dynamics design
11. Creating 6-8 new landing pages for major products and services
12. Creating a blog and news section
13. As well as many other technical points necessary to achieve the goal.

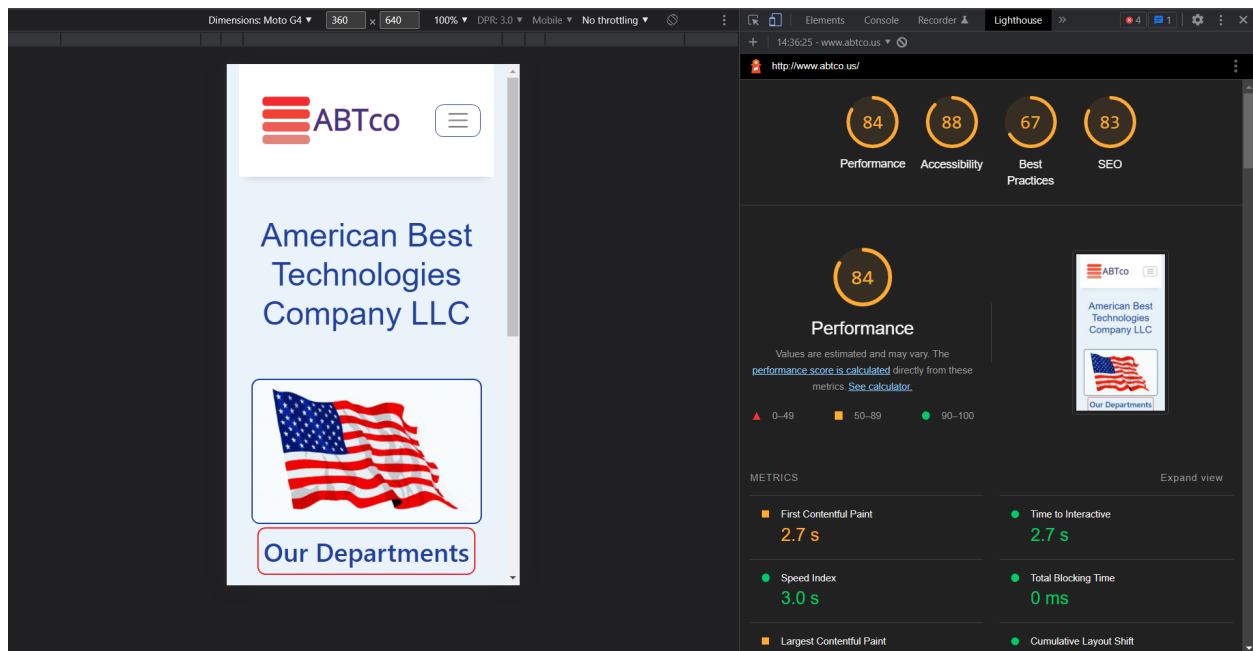
To this development plan, additional items were added, which, in my opinion, are very important factors that will have a significant impact on the SEO of the future website:

1. Setting up permanent (301) redirects from previous pages of the sites to the corresponding pages of the new corporate website.
2. Temporarily disabling indexing and crawling of all three websites using robots.txt and Google Search Console.
3. Optimization of all images: conversion to WEBP and AVIF, compression of each file, implementation of the tag "picture" on all pages — improving the website's performance.
4. Cleaning up incorrect/dead links to old websites in Search Console.
5. Create a unique Meta Description and Title for each page.
6. Start working with the Semantic Core of the new corporate website.
7. Identification and analysis of all relevant competitors on the relevant business topic:
 - 7.1. Analysis of backlinks, inlinks and outlinks structure, and external links
 - 7.2. On-page SEO analysis — technical SEO, linking, metadata, structure, performance, Structured Data, other metrics
 - 7.3. Extract and analyze all keywords used by the main competitors.
 - 7.4. Making a plan for the development of the website, based on the obtained data
8. Getting additional keywords using specialized software, as well as Google Trends.
9. Performing Semantic Core cleaning and filtering — segmentation
10. Semantic Core Clustering
11. PPC — Preparation of advertisement groups for each relevant cluster.

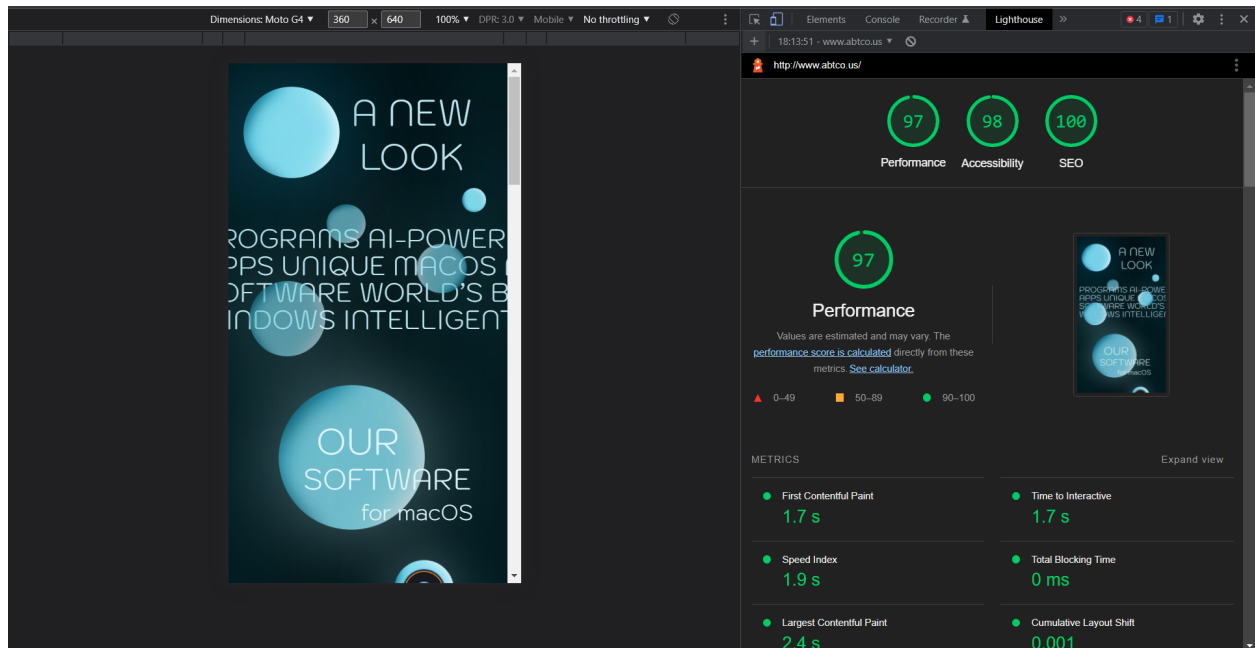
12. Beginning to work on the blog — Creating technical reference to write articles for the blog, using the clustered Semantic Core.
13. Create Title and Meta Descriptions using the main keywords from the Semantic Core.
14. Adding Breadcrumbs and "Relevant Articles" — improving blog linking.

As we work on the website, the development strategy will be changed and supplemented. At this point, some of the above items have already been implemented, for example, the transfer of the domain and backend, as well as were developed two new landing pages, one of which has already been optimized by me.

Previous main page of the website:



New, redesigned and optimized home page of the new website:



If you're interested in how exactly I optimized it, you can read about it in this case study:

https://seo-oleks.github.io/static/pdfs/abtco_main_page.pdf

Work on www.abtco.us will continue — in the future, this file will be updated with new cases.