# IMPROVED NONPROFIT'S REVENUE 72% WHILE MIGRATING FULL SITE TO NEW PLATFORM
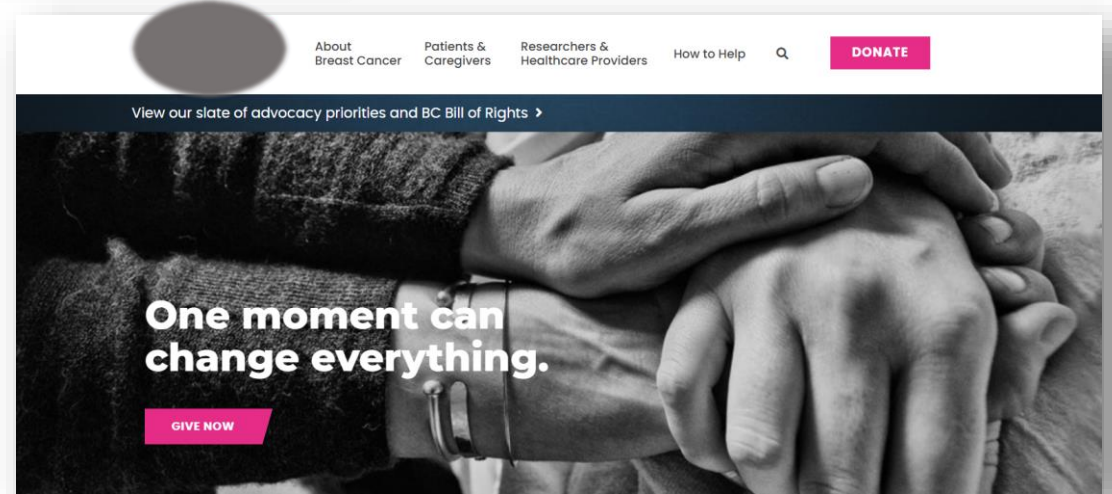
## Business Challenges

- Complete migration of website to new platform
- Remap pages with addition of new page design
- Maintain visibility and Donation volume (revenue)

## (un)Common Approach to SEO

- Full technical management to avoid impactful issues
- Reduce risk through site homepage design testing
- Facilitate logistical checkpoints for multiple vendors and internal stakeholders for seamless transition

## (un)Common Results

72% increase in revenue

138% more Donations

Steady organic traffic



### Post-Migration Traffic, Donations & Revenue Shifts



DONATIONS    REVENUE    TRAFFIC