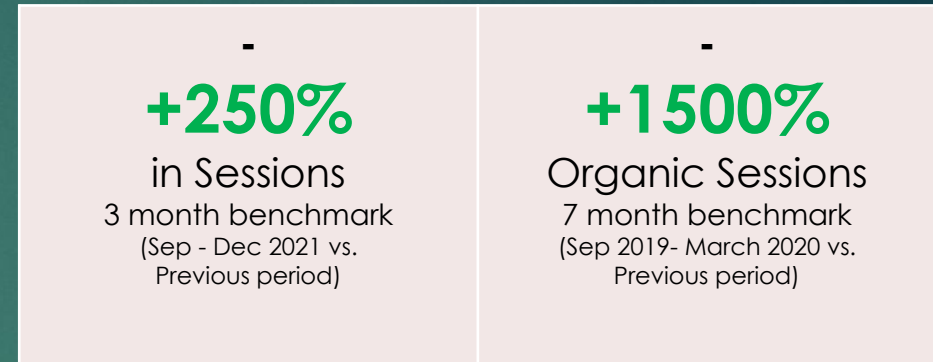


Case: Gocook.dk

New website and CMS Migration

- ▶ Technical SEO and Analytics requirements for new CMS along with project plan & guidance for handling migration
 - ▶ Improved discoverability and crawlability for bots
 - ▶ Introduction of Structured data,
 - ▶ Improved internal architecture
 - ▶ Redirects maps
- ▶ SEO and Analytics guidance and validation of new designs and components
- ▶ Consent logic, Introduction of DataLayer for key events along with video, 404, recipe-step tracking
- ▶ Improved Google Analytics setup and insights with 12 new Custom Dimensions



Results was archived after 3 months



Post Migration Status

Migration date: 2. September

Sessions



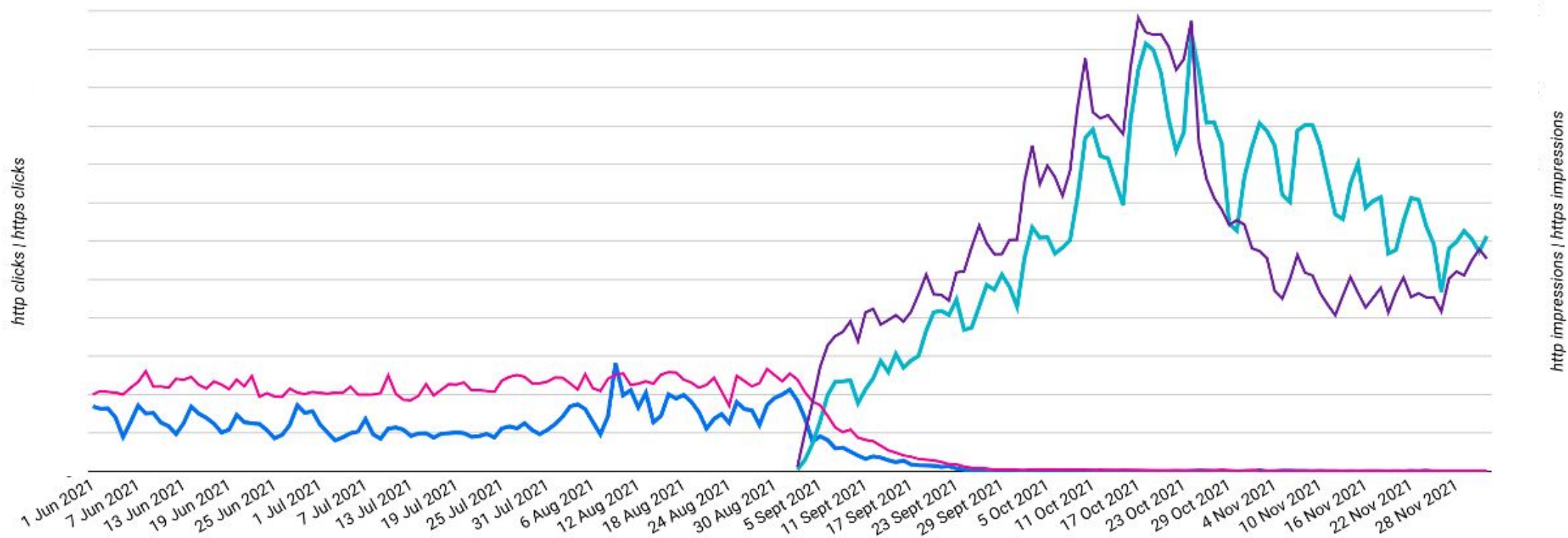
Organiske Sessions



3 september til idag, vs. foregående periode. Datakilde: Google Analytics

http = Før migrationen
https = Efter migrationen

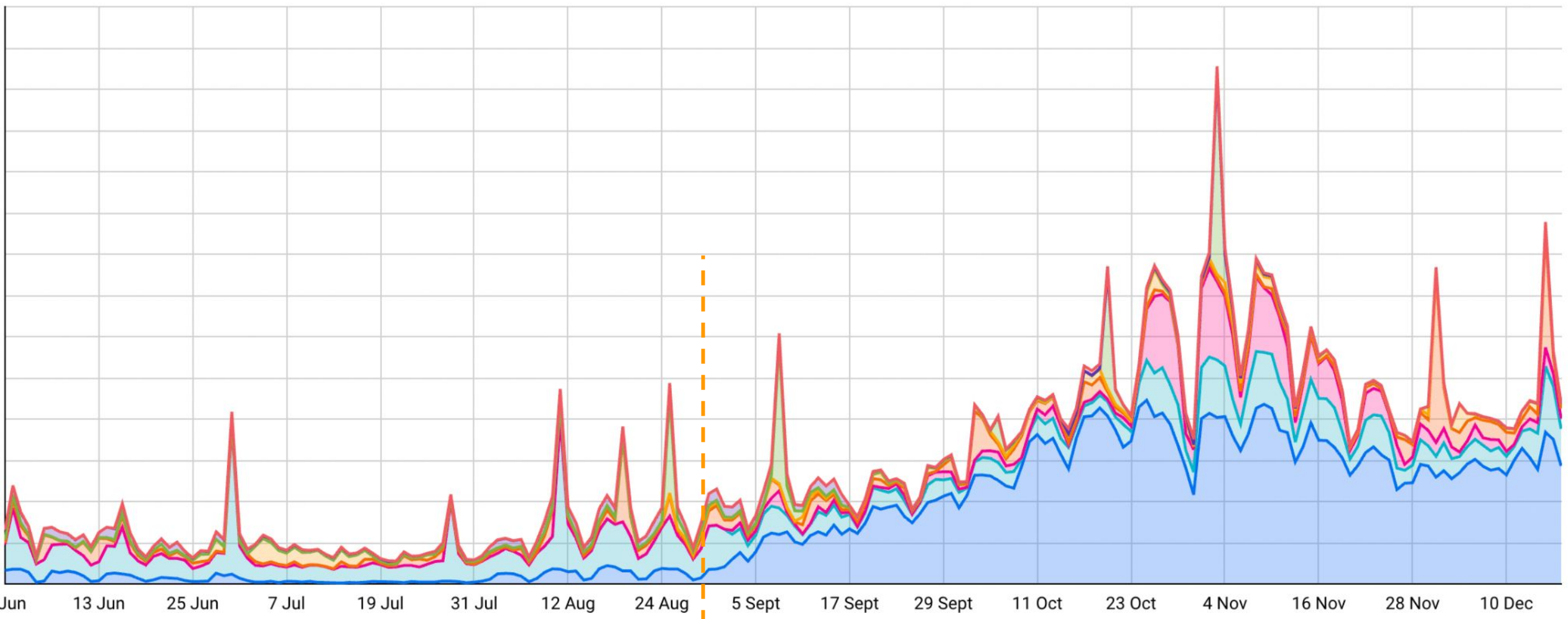
— http clicks — https clicks — http impressions — https impressions



http clicks | https clicks

http impressions | https impressions

Organic Search Direct Referral (Other) Social Email Paid Search Display



Go live

Datakilde: Google Analytics: Sessions - brudt ned med Default channel grouping

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