

Multiple Website Domain Consolidation

Summary

Consolidating multiple website domains into a single domain is sometimes requested by our clients. When this takes place, we partner with Zgraph, a company which has significant experience fulfilling this service.

In our experience, domain consolidation triggers include company rebranding or mergers and acquisition which can result in the existence of websites and/or domain names which are no longer relevant.

Challenges

Domain consolidation can pose significant SEO challenges due to lost website traffic and other factors, so we approach this process as it relates to effective organizational marketing strategy.

One potential upside of website domain consolidation can result in SEO benefits due to funneling inbound links and domain authority, as well as consolidating promotional efforts for consistent SEO performance

Expectations

In our experience, there will be an initial dip in Organic Search Traffic over the course of 1-3 months. This initial dip is typically followed by an upward correction for several months with an increase in traffic. However, this increase in traffic is generally observed while other optimization practices are taking place and include link building, content optimization and blog/article creation

Outcomes

Consolidation can involve up to ~300 redirects to map all of the original site's URLs to the new site. We monitor domains for penalties using Google Search Console and may create a baseline ranking report to measure the keyword ranking effect.

Taking a data-driven approach both pre- and post-consolidation helps manage our client's expectations and facilitates objective reporting

