

PRESERVING SEARCH EQUITY AMIDST A MERGER
RE: LEVEL ACCESS (FKA ESSENTIAL ACCESSIBILITY)
MIGRATION SUPPORT
REDEFINE MARKETING GROUP



redefine



CASE STUDY

PRESERVING SEARCH EQUITY AMIDST A MERGER

CLIENT NAME:

Level Access, formerly known as Essential Accessibility

SERVICES:

Domain Migration Support

INDUSTRY

Digital Accessibility

THE CHALLENGE:

Client merged with another company in their industry

Client had built up authority that needed to be preserved

level
access

PROJECT BRIEF:

In 2022, eSSENTIAL Accessibility (EA) and Level Access, two Accessibility-as-a-Service companies, decided to merge.

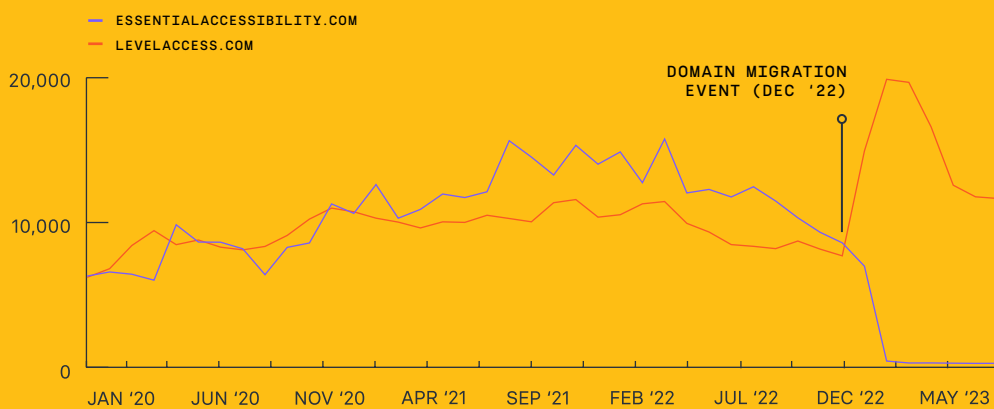
In the world of digital marketing, a monumental event, such as a merger, is nothing to take lightly. Prior to the announcement, EA had done a lot of work to build up its presence in organic search, so, it was critical to preserve this success. A weak migration plan could potentially negate all of the team's hard work and harm the business's livelihood in the wake of a merger.



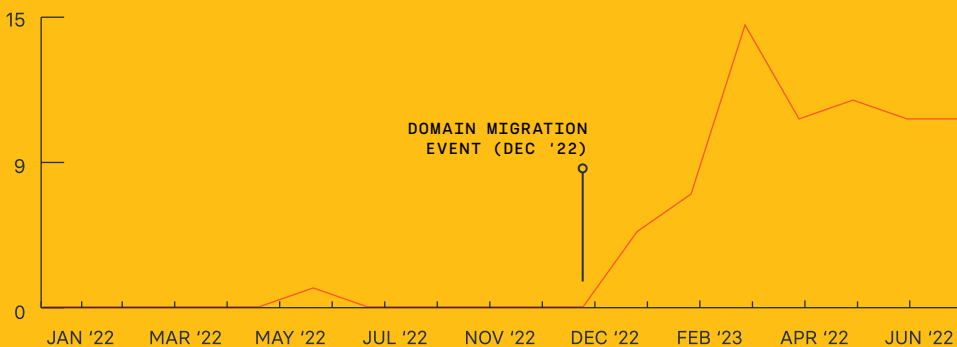
THE RESOLUTION:

- + Perform an in-depth analysis of each domain's authority and presence in search in order to help teams make data-informed decisions during the migration planning process.
- + Develop a robust, migration plan that would successfully preserve the authority and rankings for over 1,600 pages.
- + Integrate our search team deep into both organizations to ensure SEO was involved in all merge plans that involved marketing.

RANKINGS TRANSFER FROM EA PROPERTIES TO LEVELACCESS.COM



LEVELACCESS.COM RANKINGS FOR EA BRANDED TERMS



During a recent website relaunch as the result of a merger, RMG was our right hand to ensure our launch was a success in terms of **maintaining and improving site and SEO health** while also helping us organize and execute a large content migration.

— RACHEL PAGLIARINI, SR. MANAGER, WEBSITE MARKETING

1.6K+

PAGES MANAGED

55%+

INCREASE IN TRAFFIC
(POST MIGRATION)

10+

BRANDED KW RANKINGS

11%+

ORGANIC KW RANKINGS
(POST MIGRATION)

[VIEW MORE CASE STUDIES](#)

