

## SEO CASE STUDY

# A Site Migration That Got Faster — and Grew

How a B2B insurtech replatformed without losing visibility — slashing load times and shifting demand from branded search to durable, non-branded growth.

**26.3s → 1.6s**

LCP after migration

**+70%**

crawl budget

**+164%**

non-branded velocity

## THE CLIENT

# Who we worked with

A B2B insurtech platform for certificate-of-insurance (COI) tracking and collaborative risk management. It serves businesses from SMBs to enterprise across insurance-heavy verticals like construction and events. Mid-engagement, the company replatformed its site — making a clean, SEO-safe migration the make-or-break moment for organic growth.

- **Industry:** Insurtech / risk management SaaS
- **Product:** COI tracking & verification platform
- **Audience:** SMB → enterprise (construction, events)
- **Event:** Mid-engagement site migration
- **Scope:** Technical SEO, on-page, content, links

## ENGAGEMENT AT A GLANCE

### Migration

executed without losing rankings

### 5-stage

crawl → render → index → rank → convert

### Long-tail

low-competition keyword strategy

### Non-branded

durable demand beyond the brand

# What was at stake

1

## A high-risk migration

Replatforming can wipe out years of SEO equity overnight if crawl, redirects, and indexing aren't controlled.

2

## A painfully slow site

The pre-migration build scored 15/100 on performance, with a 26-second LCP — far outside Google's thresholds.

3

## Over-reliance on the brand

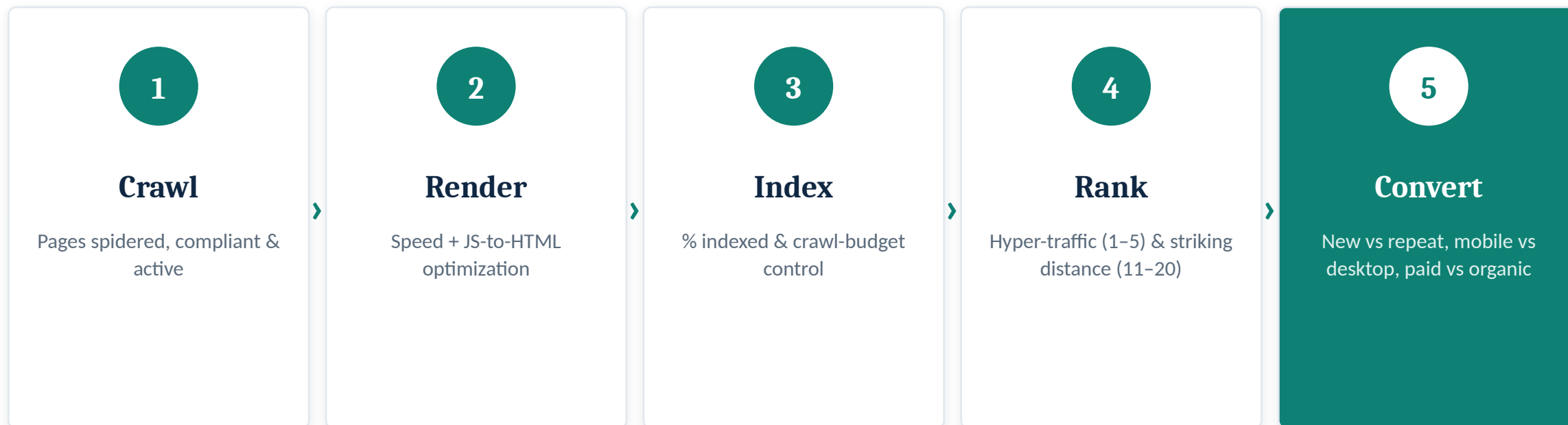
Traffic leaned heavily on branded search; non-branded demand for category terms was thin and needed building.

4

## Crawl & index waste

Dev subdomains, duplicate content, and noindex tags were bleeding crawl budget away from money pages.

# A five-stage search framework



*Every stage is measured before and after — so progress (and regressions) are caught early, which is exactly what protects a migration.*

## THE RESULTS

# Faster, cleaner, and less brand-dependent

**15 → 65**

**performance score**

4× improvement post-migration

**-93%**

**largest contentful paint**

26.3s → 1.6s LCP

**+70%**

**crawl budget**

indexed pages 157 → 267

**-94%**

**noindex pages**

crawl signals cleaned up

**+18%**

**organic clicks**

long-tail pages up +53%

**+164%**

**non-branded velocity**

insurance-category momentum

# Replatformed without losing the index

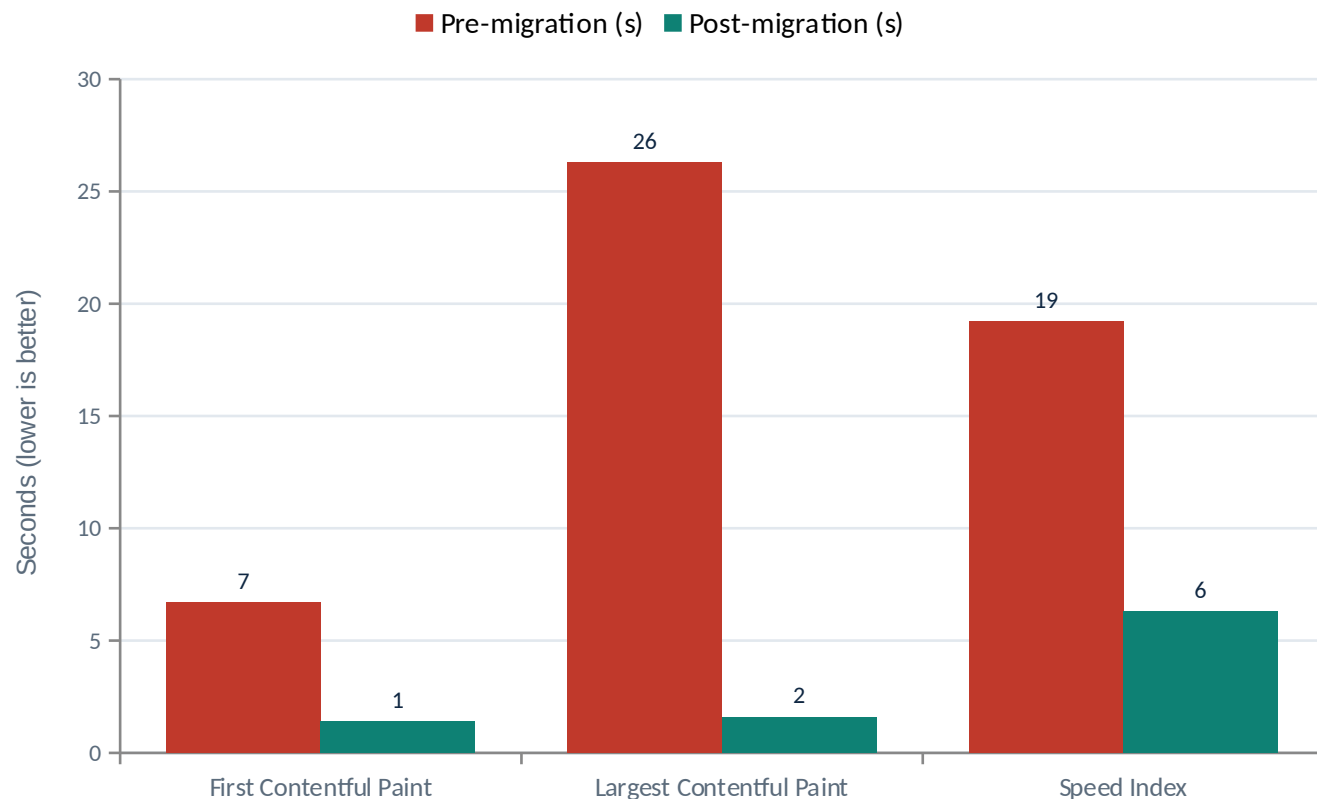
Crawl metric	Pre-migration	Post-migration
Landing pages indexed	157	<b>267</b>
301 redirects	159	<b>450</b>
Duplicate-content pages	24	<b>107</b>
Noindex tags	34	<b>2</b>
404 errors	27	<b>270</b>

**WINS**

- ✓ +70% crawl budget
- ✓ -94% noindex tags
- ✓ Dev subdomains de-indexed
- ✓ Indexed pages 157 → 267

*Honest read: redirects, duplicate-content and 404 counts rose during the migration — expected churn that was triaged and worked back down, while the metrics that matter most (crawl budget, noindex, subdomain control) all moved the right way.*

# Core Web Vitals: pre vs post migration



## Performance score

**15** → **65**

- 80%** faster First Contentful Paint
- 93%** faster Largest Contentful Paint
- 77%** higher performance score
- 67%** faster Speed Index

# Sharper HTML, stronger SERP presence

1

## Benefit-led titles

Rewrote generic, truncated <title> tags into superlative, benefit-led ones (“Best ... preferred by ...”) — lifting click-through rate.

2

## Richer SERP real estate

Cleaner HTML and structure earned more descriptive snippets and sitelinks — more of the result page owned by the brand.

3

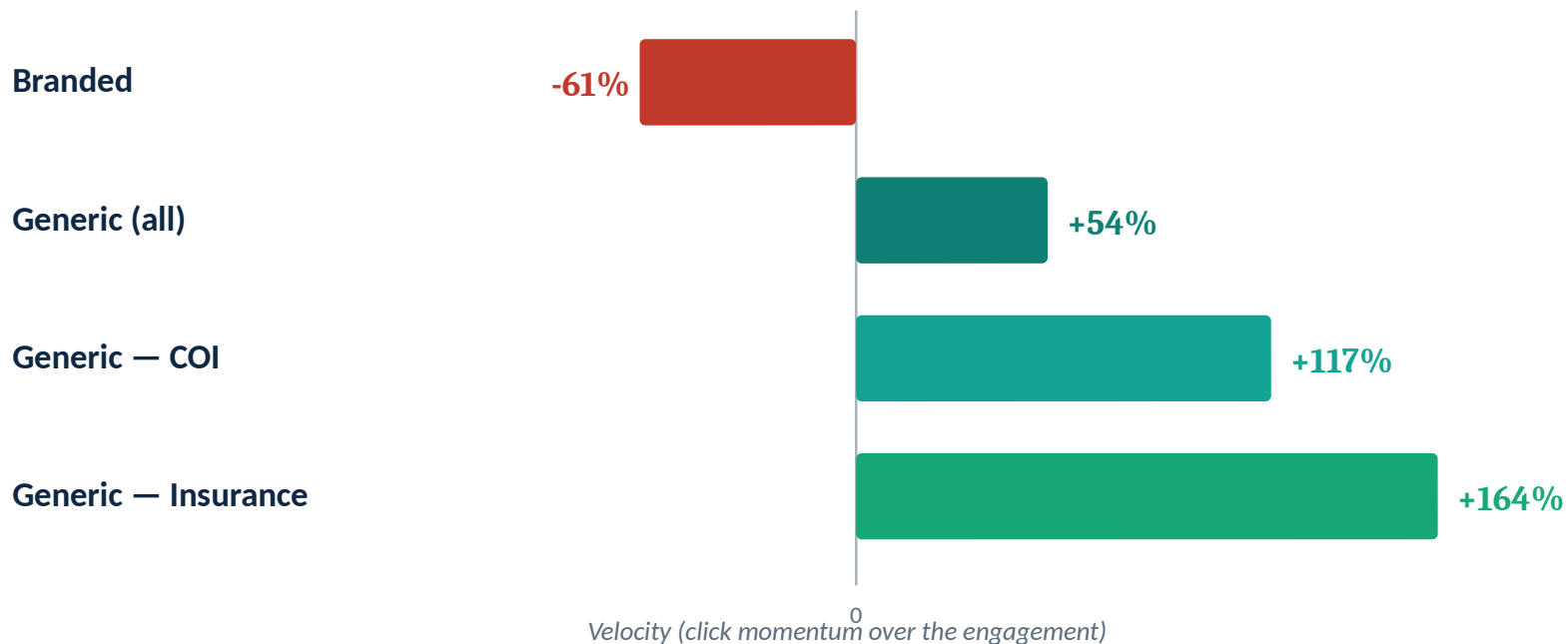
## Internal-linking for local

Internal-linking strategy improved eligibility and presence in the local 5-pack for relevant queries.

*Before → after, in plain terms: a vague “risk management solution” headline became a benefit-led, category-leading title that earns the click.*

# From branded reliance to non-branded growth

“Velocity” measures momentum of clicks over time. Branded demand flattened while non-branded, category queries built durable, compounding growth — the healthier long-term engine.



*COI and insurance queries only dipped during the migration window, then resumed growth — evidence the category strategy is compounding.*

# Long-tail clusters that broke through

The play: build a category keyword glossary, test clusters, and concentrate on long-tail, low-competition terms. Pages that didn't rank at all a year prior reached page one.

Keyword (category term)	Position a year prior	Current position	Visibility
“coi events”	Not ranking	#5	3.35%
“coi enterprise”	Not ranking	#6	2.25%
“coi construction”	Not ranking	#9	1.65%
“coi tracking”	Not ranking	#10	1.21%

*Four category terms went from invisible to page one — a repeatable long-tail playbook for the rest of the glossary.*

## Growth led by long-tail & category pages

**+18%**

**Overall organic clicks**

across all landing pages

**+53%**

**Long-tail pages**

“everything after top 10” — the biggest mover

**+67%**

**Insurance-category pages**

strongest content-type growth

*The long tail did the heavy lifting — exactly what a low-competition keyword strategy is built to produce.*

# Mobile led the growth

Clicks grew on both devices, with mobile growing fastest — and impressions surged on both, signalling far wider reach heading into the next phase.

## Mobile

**+32%**

clicks growth

**+143%**

impressions growth

## Desktop

**+17%**

clicks growth

**+91%**

impressions growth

# Interlinking that flattened the site

1

## Flatter architecture

Internal-linking strategy reduced click-depth, so important pages sit closer to the homepage and crawlers reach them faster.

2

## Authority distribution

Links channel earned authority into newly published content, helping fresh pages rank sooner.

3

## Orphan-page cleanup

Previously orphaned pages were linked back into the structure — no more stranded, unreachable content.

### RELATED SEARCHES SURFACED

Stronger topical interlinking helped the site surface for adjacent category queries:

coi for construction

coi for events

contractual risk transfer

## THE IMPACT

# A migration that paid for itself

- A replatform shipped without losing the index — crawl budget up 70%, noindex down 94%
- A 4× performance score and a 26.3s → 1.6s LCP, finally inside Google's thresholds
- A decisive shift from branded reliance to compounding non-branded demand (+164% velocity)
- +18% organic clicks led by the long tail (+53%) and mobile (+32%, impressions +143%)

**Planning a migration? Let's talk →**

Contact: [your name] · [email] · [website]