

# SOLARCITY® IMPROVES SEO AND DRIVES TRAFFIC THROUGH A SUCCESSFUL WEBSITE MIGRATION

SolarCity® is America's #1 full-service solar provider. They make clean energy available to homeowners, businesses, schools, non-profits and government organizations at a lower cost than traditional energy generated by burning fossil fuels like coal, oil and natural gas. From design and permitting to monitoring and repairs, their full-service approach provides their customers a seamless experience switching to solar. They've revolutionized the way energy is delivered by giving customers a cleaner, more affordable alternative to their monthly bill.

## THE CHALLENGE

In 2014, SolarCity, the largest full-service solar provider in the U.S., conducted a major website redesign. Concerned with the SEO and traffic issues that tend to occur when migrating to a new website, they turned to their search agency Covario for help. Covario's goals were: integrate with SolarCity's web development team to make the website migration as seamless as possible for SEO, maintain organic search engine rankings while migrating and redesigning the website, sustain website traffic numbers with no disruptions, and avoid any site errors in order to maintain trustworthiness of the SolarCity brand.

## THE SOLUTION

Covario provided numerous educational presentations and documents to guide the web development team on how to migrate a website without major SEO glitches. Covario managed a large list of action-items until the migration at midnight on May 29th, 2014. These included search engine-friendly website architecture, navigation and internal linking structure, 301 redirect recommendations, sitemaps, robots.txt, canonical tags, 404 error pages, URL construction, social media integration, meta data and content transference, page re-optimizations, monitoring and reporting.



## THE RESULTS

By integrating web development with the SEO team, Covario and SolarCity increased traffic to SolarCity's website by +140% year-over-year and conversions by +60% quarter-over-quarter. Search engine rankings increased and SolarCity was able to maintain the 3rd organic position for the keyword "solar panels."

On average, website migrations tend to lose anywhere between 45-80% of traffic in the short-term until site errors are fixed (sometimes longer than one year), yet SolarCity was able to gain 26% more traffic quarter-over-quarter as the migration transpired. SolarCity's marketing and sales model relies heavily on consistent website traffic and conversions, and this successful migration has allowed them to focus on further improving the SEO and content, rather than fixing site issues and recovering from traffic losses.

