

Justuno AGENCY PARTNER

USING JUSTUNO FOR SITE MIGRATION

Mitigate complexity of e-commerce platform migration

How Justuno can help streamline onsite experience with no extra dev work

Avoid headaches and maintain SEO performance by using Justuno during a site migration. Here are three ways Justuno can keep your site in top shape during the process:

1

Easy Integration and Extension (No Code!)

With site migrations, it's important to bridge the gap between the old website and the new. Between design changes (colors, nav menu, new layout or theme) and consolidating the essential apps in your Marketing Tech stack, it's important to distill as many complexities as possible.

- One-click integrations with **Shopify, Magento, Wordpress, BigCommerce**, and more allow for code-free installation that won't break the site or eat into development time
- One-click integrations with major marketing technologies like **Klaviyo, Postscript, SMSbump, and Zapier** allow for an instant sync with the rest of your MarTech stack
- Intuitive and easy customization of promotions allow for quick adaptations to new site themes and design without any extra coding or dev work

Install Justuno and have a lead capture promotion live in minutes, already synced with your favorite ESP. Create an on-theme banner informing confused, old visitors that yes, they're in the right place (perhaps with a special new site offer to boot).



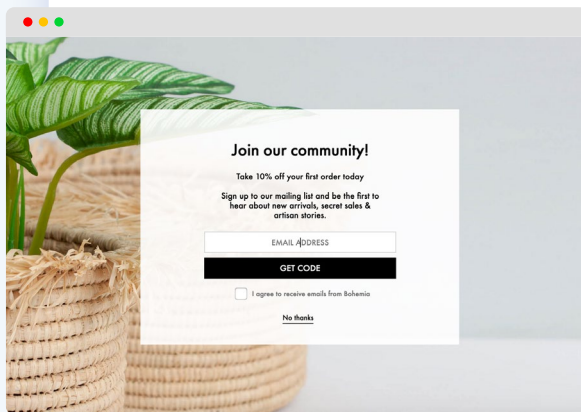
2

Reduce Bounce Rate and Site Speed to Maintain SEO

A website's SEO ranking will drop after any platform migration, no matter what. It's important to pick the low hanging fruit of SEO to mitigate the reduction of traffic as much as possible. Bounce rate, time on page, pages viewed in a session, and site speed can weigh heavily.

- **Justuno reduces bounce rate, on average, by 15%.** This means more time on a page, and (*most likely*) more additional pages viewed, which may keep visitors on your site for even longer.
- Without extra code bogging down the website, Justuno never affects site speed while improving your conversions and the user experience- a net positive.
- Margins will be lower due to reduced traffic after migration. Use CRO to improve conversion rates, lead capture, AOV,

and more to make up the reduction in profits.



Justuno Agency Partner, Fostr

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Making the Most of Reduced Traffic Levels

With any site migration, you're going to lose some amount of site traffic, so it's important to make the absolute most of the traffic you're still receiving. By incorporating the basics (and advanced) tactics of CRO like having New Visitor and Exit Offer pop ups from the get-go, you can continue:

- Building your email and SMS lists with automatic segmentation strategies for optimized marketing campaigns
- Increasing conversions, AOV, and user engagement across the board
- Automatic product recommendations via cross sell and upsell promotions with Justuno's CommerceAI

A new site needs time to go back to a normal session count, so it's important to pick all the low hanging fruit you can (low effort, high reward). Depending on your design and site needs, Justuno can be installed and integrated in as little as 15 minutes. With no code necessary, there's no added risk of Justuno breaking any site elements.



Questions about site migration?

If you have questions about how Justuno can help migrating to a new platform or if you need to connect with a trusted tech partner, reach out to your agency rep or shoot us a message at partners@justuno.com