

Culligan Quench Website Migration



**Cari
Dienstman**

2025

On-Page and Technical SEO

Conducted an audit of our sites old domain quenchwater.com, pinpointing high value keywords to prioritize and assign keywords to specific pages. Part of our SEO site migration strategy involved consolidating pages, re-optimizing pages, and removing pages entirely. By the end of the auditing process, we had a list of 430 pages to migrate and either consolidate or reoptimize.

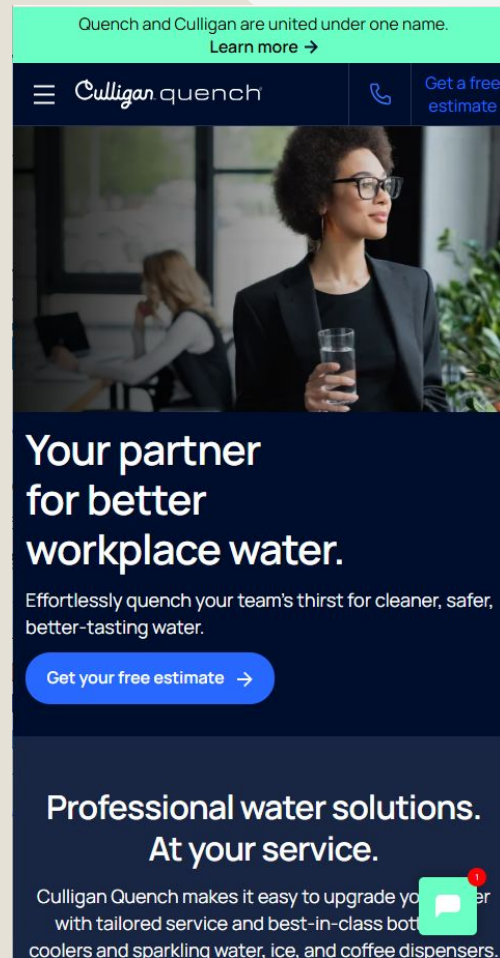
In addition to carrying out a sitewide audit, implemented Screaming Frog and SEMrush to run regular technical SEO crawls to identify technical performance issues like missing schema markup, missing html tags, broken links, and more.

Created a comprehensive 1:1 redirect map, which included over one thousand URLs, matching content from the old site to equivalent or similar content on the new site.

User Experience and Design

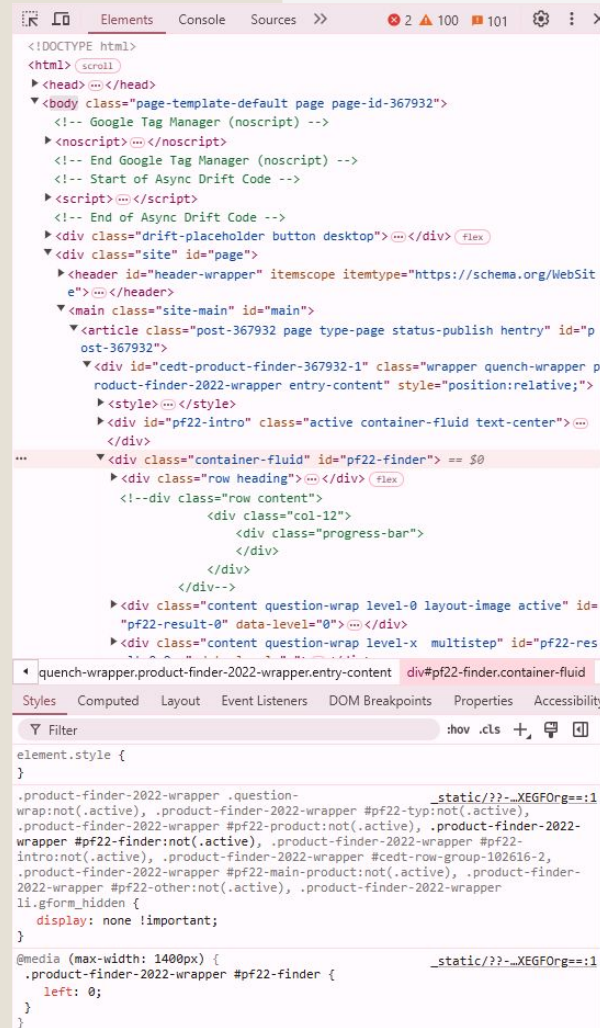
Commissioned a creative design agency to build 24 new mobile and desktop design templates for our homepage, product display pages, category pages, pay per click landing pages, local pages, blog articles, industry pages, product finder, cost calculator and more.

I oversaw the design process, offering guidance on UX, branding, and product. Furthermore, I reviewed and critiqued designs until they were ready for me to approve.



Web Development

Managed a team of four web developers by outlining detailed functional requirements for each design template, overseeing project timelines and prioritization, and providing guidance on technical SEO enhancements and their implementation. Additionally, served as the primary liaison between SEO, development, and UX agencies, ensuring clear communication, actionable next steps, and effective knowledge transfer across all teams.



IT Support

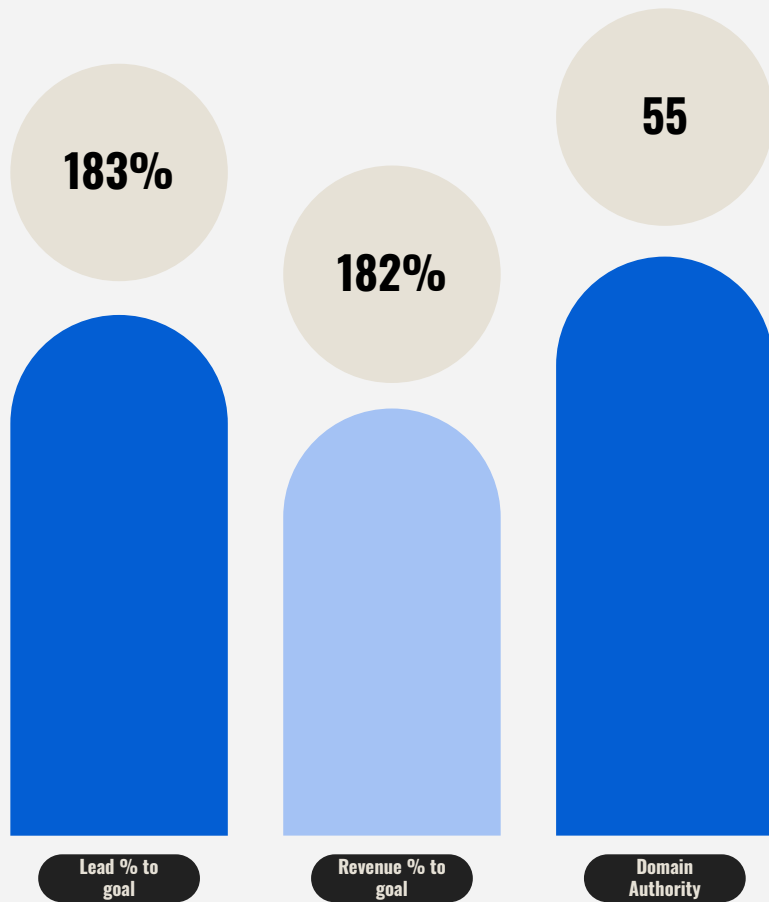
Mediated meetings between IT and the development team to ensure everyone was clear on their marching orders ahead of the domain migration. Worked with IT to point DNS records to the new domain site during the website launch, providing them with SSL certificate records.

Maintained clear and constant communication during the website migration and worked diligently to foresee potential issues and resolve them before go-live.



Q3 2025 Results

- Led the successful migration to a new WordPress site, resulting in a 35% year-to-date increase in website traffic, now averaging 120K monthly visits.
- Achieved 183% of lead-generation goals YTD and 182% of RMR goals YTD by Q3 2025.
- Increased domain authority from 43 (Q4 2024) to 55 (Q3 2025).



Click the link below to
view the final product,
culliganquench.com.