

# The Searchmetrics Digital Strategies Group |



## HTTPS Migration

Delivering enterprise consulting services that help accelerate business value and digital performance

# Intro

**The demand for Search Engine Optimization (SEO) is continuously growing, as consumers increasingly utilise search engines, such as Google, to guide their purchasing decisions. As consumers as well as search engines become more sophisticated in search, organisations are facing challenges in reaching the next level of their digital performance.**

Implementing enterprise SEO successfully within organisations comes with its own unique challenges – especially for large companies. Unlike in smaller businesses, the SEO strategies and technical adaptations of complex organisations require special care and maintenance. While the challenge of doing this might be not easy, the payoff of **successful enterprise SEO can be exponential.**

To grab opportunities in the face of this rapid and complex landscape, organisations need to become more agile and adaptive. While many of them have started to think digital, some just need the capabilities to actually do it.

**From thinking digital to being digital, it's critical to start with a partner who understands the challenges as well as the process of implementing change.**

For more than 10 years, our SEO consultants have designed and implemented profound digital transformations in partnership with some of the world's leading organisations. Searchmetrics Professional Services delivers business outcomes at speed and with certainty, while helping you manage risk effectively.



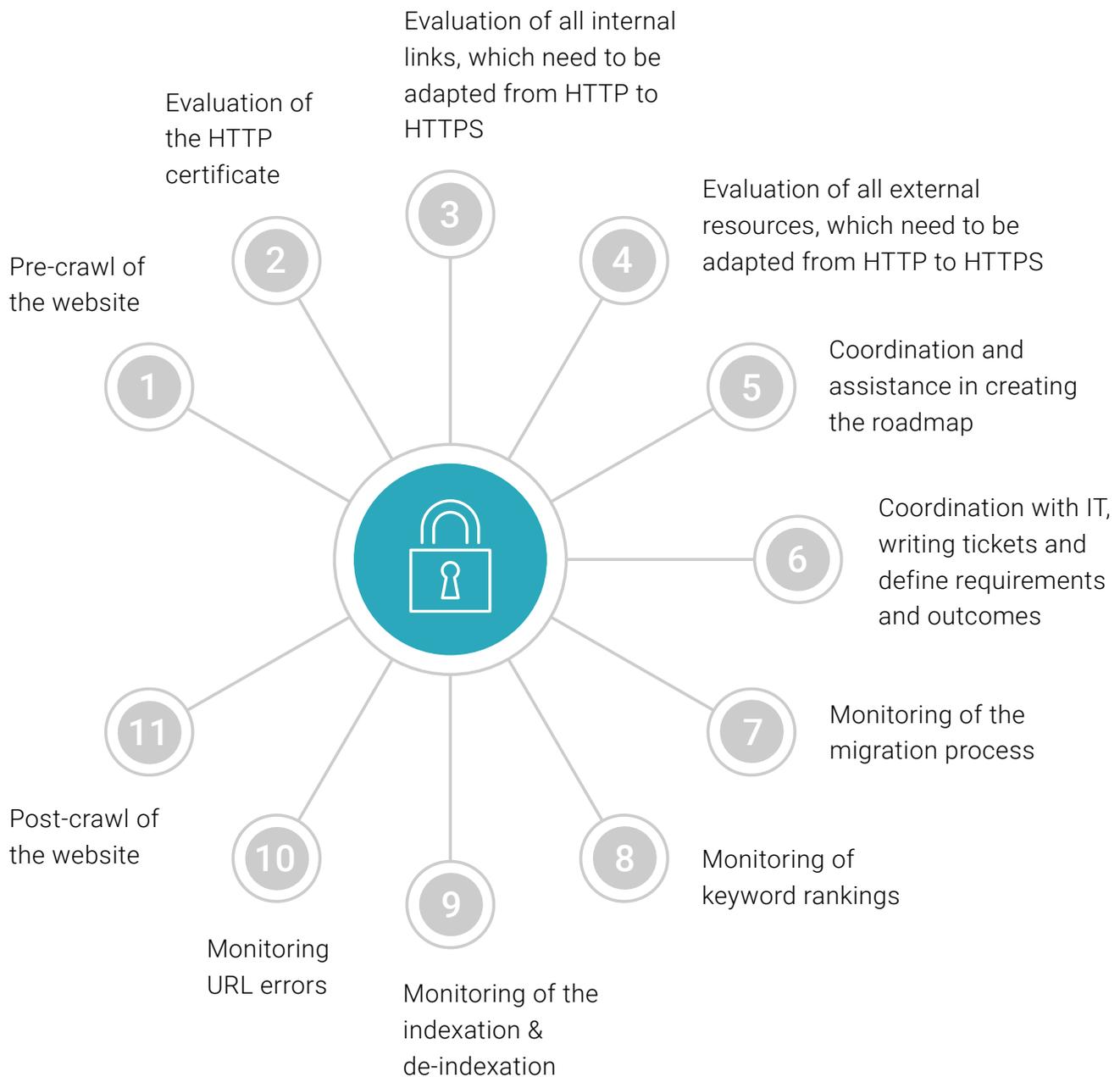
**Björn Beth**

Director Digital Strategies Group EMEA  
Searchmetrics

# Our Packages

## HTTPS Migration

If HTTPS migrations are not done professionally, important elements on the page may not work anymore. Outcomes might include user bounces and a bad user experience. Our experienced SEO consultants will help you in migrating to HTTPS without performance losses.



## Contact

Searchmetrics Digital Strategies Group brings specialised consulting services focused on developing and implementing technical SEO in enterprises, agencies as well as publishers.

Our expertise spans all aspects of technical SEO, such as website launches, HTTPS migrations, site speed improvements and much more.

Applying our extensive knowledge and experience, we deliver solutions that will help our customers to drive excellence in the digital world.

To learn how Searchmetrics Professional Services can help your organization unlock the power of SEO, please contact:

### **Björn Beth**

Director Digital Strategies Group EMEA  
Searchmetrics  
[b.beth@searchmetrics.com](mailto:b.beth@searchmetrics.com)

## About Searchmetrics

**Searchmetrics is a leading global technology company, providing innovative software solutions and services to help some of the world's leading brands on their path to digital success.**

We help our customers to perform better in:

- Search engines at scale to increase traffic and revenue.
- Create and optimize content to reach their target audience.
- Use the power of Big Data Analytics and Machine Learning to increase ROI.

17 industry awards and well-known experts around the world recognise us as the leader in Enterprise SEO and Content Marketing software.