A UK EXECUTIVE SEARCH FIRM, SITE RELAUNCH · SNAPSHOT: NOVEMBER 2026

Relaunch July 2026

About 650 pages moved to a new site, rankings held, clicks doubled on the month before the relaunch.

Migration | Redirects | Relaunch | Professional services

THE PROBLEM

The firm relaunched its site in July 2026, on a new build by its own developer.

My part was the migration map, the redirects, metadata checks and the content that went live at cutover.

WHAT I DID

- I mapped about 650 pages from old to new. Most kept their address, the changed or retired ones got a 301, and new pages were added.
- I cross-checked the map against the developer's own list.
- Before launch, I found why the redirect table was not firing and had it fixed.
- After launch, I checked rankings, redirects, indexing and analytics, and repointed legacy redirects.
- I flagged broken job URLs to the developer.
- I flagged title and heading regressions that came with the new build and fixed them section by section.

EVIDENCE

About 650
Pages mapped from old to new

2,139
Clicks in the 28 days to 9 November 2026

1,039
Clicks in the 28 days before the relaunch

Held
Rankings through the migration

Search Console clicks, 28 days against 28 days

18 June to 15 July 2026, before the relaunch, against the 28 days to 9 November 2026.



Checks after launch

AREA	WHAT I DID
Redirect table	Found why it was not firing before launch, and had it fixed
Legacy redirects	Repointed
Job URLs	Broken ones flagged to the developer
Titles and headings	Regressions from the new build fixed, section by section
Rankings, indexing, analytics	Checked after launch

THE RESULT

In Search Console, the site had 2,139 clicks in the 28 days to 9 November 2026, against 1,039 in the 28 days before the relaunch.

Clicks doubled on the month before the relaunch. Rankings held through the migration.

> **Honest note.** The relaunch came with title and heading regressions and a period without the analytics tag. Both were caught and fixed.

STACK AND TOOLS

Search Console · Analytics · Redirect map · Metadata checks

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Real client work. Names removed. Figures are a dated snapshot and do not update.