

How Moz Helped TopSpot Increase Organic Traffic by 29% Within 90 Days of Switching Domains



TopSpot is the largest independent search marketing agency in Houston, Texas. Their passion for digital strategy has led them to specialize in solutions designed to help their clients improve their positions in organic search and drive new leads.

An all-in-one SEO toolkit:

- The industry's largest link index to help you grow high quality links in local markets
- Reliable metrics like DA and PA to determine the strength of your website
- Comprehensive resources to help you achieve SEO impact for your clients

Challenge

Changing domains is a difficult transition for any business, but when you're a company like TopSpot, with a strong search presence built up over 14 years, switching domains presents a huge risk.

They knew the eyes of their clients and the SEO industry were on them.

Solution

Link Explorer was crucial in monitoring their link profile during transition.

Page and Domain Authority Scores helped them determine link value and target the right opportunities.

Results



29%
increase in traffic within 90 days of switching domains



122%
year-over-year organic traffic growth



2 Hours
saved on link building & SEO every day



Switching domains without losing search traction

In early 2018, TopSpot was transitioning their website to a new domain. This came with a big risk: If they couldn't manage to point their old links at the new domain, their new website wouldn't rank properly, and they could lose thousands in business as they attempted to recover.

The newly acquired domain also had old metrics and low quality links attached to it. If they couldn't properly trace those and disavow low-quality links, they risked falling afoul of Google's standards which could result in a penalty.

An easy method for determining the strength & value of links

John Varghese, Director of SEO and the TopSpot team, used Moz Pro's Link Explorer to facilitate their transition. They were able to find every link pointing at their old domain and modify the ones they could control to their new domain.

They also used it to discover that 90% of the existing links on their new domain were low-quality. Moz Pro was instrumental in disavowing 66 different domains, and ensuring that their transition wouldn't result in lost link equity or decreased search rankings.

"Link Explorer was instrumental in our strategy to prioritize and identify links that we could modify and point to the correct version of our domain."

Moz's experience with switching domains were also useful for the TopSpot team, and they used Moz resources to create a roadmap that would ultimately result in their successful transition.

29% more traffic within 90 days of switching domains

30 days after transitioning domains, TopSpot's traffic was at -7.3%. After 60 days, their traffic was at +9%. After 90 days, their traffic was at +29%. And 120 days after their transition, their traffic was at +40%.

In the month they made the domain transition, their site traffic had actually increased 122% year over year. So, not only had TopSpot mitigated the risk of their domain change, they'd actually gained new traffic after the switch.

TopSpot has trusted Moz Pro as their primary SEO tool since 2006. It helped them during this pivotal transition, and it helps their clients day in and day out. Today, TopSpot uses Moz Pro to train new team members to perform keyword research, gauge link value, and communicate key metrics and performance optimizations to their clients.

"When switching domains, we were prepared for a 7-10% loss in traffic. 90 days after launch we had +29% traffic. It would have been much harder to navigate this transition without Moz Pro."



John Varghese
Director of SEO
Topspot

Take the steps you need to grow your business.

