

ENCYCLOPEDIA.COM

Encyclopedia.com Moves Toward a Content Management Solution and Increased Site Revenue

Encyclopedia.com, the internet’s premier collection of online encyclopedias, wanted to migrate over 3 million site pages to a content management platform for improved site management and increased impression revenue. Their goal was to put their site in a more versatile position organically and improve ad placement to better target site users and increase revenue.

OVERVIEW: Comparing the 5 months following the migration to the previous period

Ad Revenue:
Increased by 300%

Organic Sessions:
Increased by 5%

Bounce Rate:
Decreased by 14%

Average Session Duration:
Increased by 9%

BACKGROUND

Encyclopedia.com reached out to Wakefly for help improving their ad revenue. Having recently purchased Encyclopedia.com, the current owners did not feel there was enough ad management versatility. As a result, ad locations could not be adjusted to properly place relevant ads. Analyzing the problem from both technical and on-page levels, Wakefly discovered that the current Encyclopedia.com site implementation was severely limiting their content management ability and hampering their online revenues.

CHALLENGES

It was clear to Wakefly that they needed to move to a content management platform and manage their site from a template level. Due to the size of the site, there were three primary challenges that we needed to overcome:

- **Maintain Organic Rankings:** If not handled correctly, the migration of three million pages could cause a prolonged drop in organic traffic
- **Server Performance:** Determinations would need to be made regarding whether current server capability was adequate to accomplish such a massive migration.
- **User Experience Challenges:** User experience improvements would have to be made to increase site interaction and increase long-term traffic and ad revenue.

SOLUTION

Wakefly delivered a multi-dimensional approach to solve these challenges:

- **CMS Setup:** Wakefly setup site templates using the Drupal CMS. This way any changes made to a template would cascade automatically through all 3 million pages saving Wakefly an enormous amount of time and effort. Drupal gave us the ability to move an enormous amount of content while providing the customer with a high level of versatility at the template level.
- **Implement Content Distributor Network (CDN):** Migrating over 3 million pages to the CMS required a great amount of server effort and time. Wakefly performed a handful of performance tests and determined that current server capabilities would have to be enhanced to complete the migration within the given time frame. A content distributor network was implemented to minimize server load and speed up the overall migration process.
- **Increased Revenue:** Migrating to Drupal CMS provided Encyclopedia.com with a great deal of ad placement versatility. They can now insert ads virtually anywhere on a page (ie, after every 10th paragraph) improving ad visibility and leading to higher click through rates and revenue.

- **301 Redirect Logic (Dynamic Redirects):** During the migration, we discovered that numerous articles no longer existed and were producing 404 error codes that redirected to a designated yet unrelated topic page. Wanting to produce high quality, relevant results and provide more value to the site visitor, we wrote logic to extract meaning out of these URLs and redirected them to a relevant category or subcategory page. The implemented logic saved considerable time and effort. Additionally pages were organized into tiers where the most important pages redirected 1-to-1 while lowered tiered pages redirected dynamically. Because 301 redirects were implemented accurately, in a timely manner, and limited the number of 404 broken pages, a high trust factor was re-established with Google; greatly reducing a prolonged drop in organic traffic.
- **Increased site interaction:** In the world of ad impressions, site interaction is crucial. Higher site interaction = higher revenue. Wakefly recommended UX updates that would increase site interaction and get people to stay on the site longer. Improved internal linking and the presentation of additional, relevant content were key factors to this strategy. To accomplish this, Wakefly employed different models to improve content relevancy and added a "Trending Now" section (hot topics over the past few days).

RESULTS

The site migration to the content management platform, 301 redirect logic and on-page optimizations helped provide Encyclopedia.com with the structure to take their ad revenue generation to the next level.

Organic sessions increased 5%, bounce rate decreased by 14%, average session duration increased by 9% and most importantly, overall ad revenue increased by an incredible 300%.

“**Working with Wakefly has been a great experience. Migrating a large, mature website with millions of organic visitors every month is a high risk proposition. Wakefly successfully guided us through the entire process of site optimization and migration of over 1 million pages. I couldn't imagine a better partner.**”

Kevin Spector, General Manager

