

WINE ENTHUSIAST

CASE STUDY

WineExpress.com



trinityinsight.com



WineExpress.com is an exclusive shopping extension of the Wine Enthusiast network. The online store sells unique, limited, and highly coveted wine by the bottle and wine gifts to eligible states throughout the U.S.

An SEO and UX partner, Wine Enthusiast approached Trinity to manage the platform migration for WineExpress.com as a project separate to our ongoing engagements. The ask was for SEO support in migrating from a homegrown system to a NetSuite SuiteCommerce Advanced platform, and from an m-dot to responsive site.

GOAL

Our task was to ensure a smooth platform migration that minimized short-term performance decreases while maximizing long-term organic visibility.

This ambitious project required several moving parts that had to be executed concurrently:

- Migration to new eCommerce and CMS platforms
- HTTPS migration
- Migration from m. to responsive design
- Overhaul of the information architecture
- Simplification of the URL structure

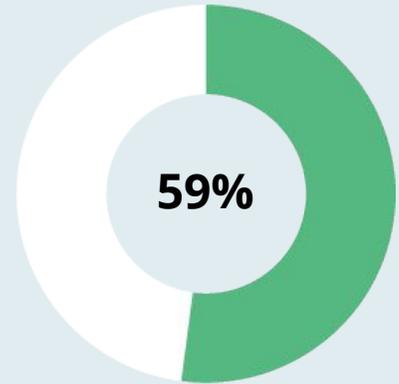
RESULTS

HOW WE ACCOMPLISHED THIS

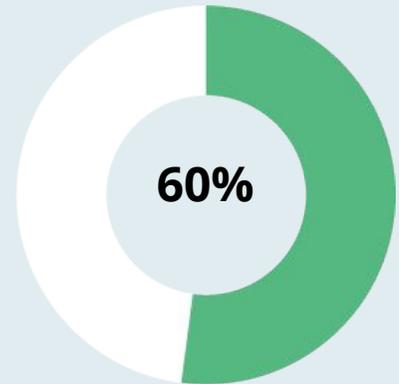
Working closely with the Wine Express and SI teams, Trinity Insight developed and executed a 7-month schedule that addressed a range of requirements, including:

- **Constructing a modified site architecture**, based off partner needs and search demand
- **Generating a comprehensive URL map**, guided by keyword research
- **Strategizing a plan for redirect mapping** based on impact and productivity. The end result included a mix of one-to-one and pattern-based redirects for the main domain, mobile site, and subdomains
- **Writing optimized, user-friendly content** to enhance category and informational web pages
- **Generating new XML sitemaps** to monitor indexation health and point search engines to important new pages
- **Crafting metadata** by page type: some were written by hand, guided by keyword research; others were completed programmatically, using concatenation Schemas
- **Completing multiple rounds of QA testing** for the new website as it was being built, where we addressed technical elements including
 - Robots.txt file
 - Canonical tags
 - Breadcrumbs
 - User generated reviews
 - & more
- **Providing support** – pre-launch, come launch time, and during post-launch, including thorough QA of all redirects, and ongoing monitoring of traffic, rankings and indexation

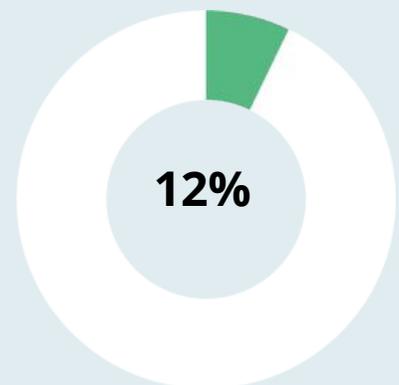
OUTCOMES



ORGANIC TRAFFIC INCREASE



ORGANIC REVENUE INCREASE



INCREASE IN TOTAL RANKING KEYWORDS

ABOUT

ABOUT WINE ENTHUSIAST

Wine Enthusiast Companies today is a world-renowned multi-channel marketer, with exclusive products that cannot be found anywhere else. Addressing the wholesale, retail and consumer direct markets, they're headquartered in the relaxed town of Valhalla, NY. Keeping pace with America's ever-growing enchantment with wine, the company has become the ultimate source of innovation and information. Born of a passion, the Wine Enthusiast Companies exemplify not only an unwavering commitment to quality but a truly extraordinary way of life.

ABOUT TRINITY INSIGHT

Trinity Insight helps numerous retailers, brands, and enterprises drive more profitable website traffic, improve conversion rates, and lower eCommerce costs. With over 10 years of eCommerce consulting and internet marketing experience, we have worked with market leaders in the travel, retail, manufacturing, and financial industries, and helped them exceed online growth expectations.

