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CASE STUDY

SEO Website Migration Grows Organic Traffic 49% for Author Homer L. Hartage

We moved an author website from an old WordPress theme to a fast custom WordPress build in two weeks. Search visibility carried over, mobile load time fell by two thirds and a new online shop lifted book sales.

SEO Website Migration | Custom WordPress Development | Page Speed Optimisation | WooCommerce

Homer L. Hartage

CLIENT
Homer L. Hartage

SECTOR
Publishing and author website

PLATFORM
Custom WordPress theme with WooCommerce

SCOPE
30+ pages, URL mapping and redirects

TIMELINE
Two weeks from kick-off to launch

WEBSITE
homerhartage.com

KEY RESULTS

+49%

INCREASE IN ORGANIC TRAFFIC

GA4, 90 days after launch vs 90 days before

3x

FASTER MOBILE PAGE LOAD

Largest Contentful Paint, 7.7s to 2.6s

+38%

INCREASE IN BOOK SALES

After the WooCommerce shop went live

BACKGROUND

An author website for families facing memory loss

Homer L. Hartage is an author and advocate for aging, dementia and family care. He draws on decades of experience leading AgedCare Guardianship services and the Hartage Foundation, the not-for-profit that publishes his books.

His titles include *The Memory Box & Charlotte's Big Surprise*, a children's book that explains Alzheimer's through a young girl's eyes. *Family and Professional Guardianship* is a practical guide for families and professional guardians. *Parentification: Caregivers in Crisis* looks at children who take on adult caring roles.

His website serves parents, caregivers, educators and guardians. It holds book pages, a resource centre, curriculum material, press releases and a media library. Like most sites in the publishing industry, it has two jobs. It must help people find answers in search, and it must turn that interest into book sales.

CHALLENGE

A slow theme, a crowded menu and no shop on the site

The old site ran on an off-the-shelf WordPress theme. On mobile, the main content took 7.7 seconds to appear in Google PageSpeed Insights. Google rates a Largest Contentful Paint above 4 seconds as poor. Mobile performance scored 63 out of 100 and the SEO score sat at 83.

The main menu listed eight items. Parent, curriculum and story pages all competed with the books for attention. The homepage opened with his name and a dense block of text, so a new visitor had to work to see what the books were for. There was also no online shop on the site itself.

Homer needed a faster, clearer website. He also needed the move to keep the search visibility his pages had already earned. That is the main risk in any SEO website migration, and on a site with 30+ pages a few missed URLs can cost months of rankings.

WHERE THE OLD SITE STOOD

7.7s
Mobile Largest Contentful Paint

63/100
Mobile performance score

83/100
SEO score on mobile and desktop

8
Top-level menu items

OUR APPROACH

SEO website migration and custom WordPress development, run side by side

Our SEO team and our developers worked in parallel from the first day. Search requirements went into the build plan before any template was made. The project went from kick-off to launch in two weeks.

1

URL inventory and redirect mapping

We listed all 30+ pages in one spreadsheet, with each old URL beside its new URL. Where our SEO review called for a clearer or more descriptive address, we changed it. Every changed URL got a permanent redirect from the old address, so links and rankings carried across.

2

Custom WordPress development

We replaced the old theme with a custom WordPress theme built for this site. WordPress stayed as the CMS, so Homer's team kept the editor they already knew. Page speed was a target for every template, and we checked Core Web Vitals on staging before launch.

3

Clearer structure and search-led copy

We grouped eight menu items into five: My Books, Resource Center, About, Media & News and Connect. The new homepage headline names the audience and the topic in one line. It also puts core search terms such as memory loss and books for families into the main heading.

4

Responsive design on every screen

We designed and tested layouts for desktop, tablet and mobile. Menus, buttons and text sizes were set for touch screens as well as a mouse. The mobile view got the same attention as the desktop one.

5

WooCommerce book shop

We added WooCommerce to WordPress and built a shop page for his books. Readers can now buy on the site, with a cart in the header and a Shop the Books button on every page. Links to his partner bookstores stayed in place for readers who prefer them.

6

Staging, sign-off and launch

We built the full site on a staging environment on Hostinger. Homer reviewed and approved it there before anything went live. We then migrated it to the live domain and tested the redirects on the live site.

30+
Pages mapped old URL to new URL

2 weeks
From kick-off to live site

3
Screen sizes designed and tested

1
New online shop built with WooCommerce

BEFORE AND AFTER

From a name-led homepage to a search-led one

Both screenshots show the desktop homepage. The brand, colours and photography stayed familiar to returning readers. The structure, messaging and buying path changed.

BEFORE Old WordPress theme

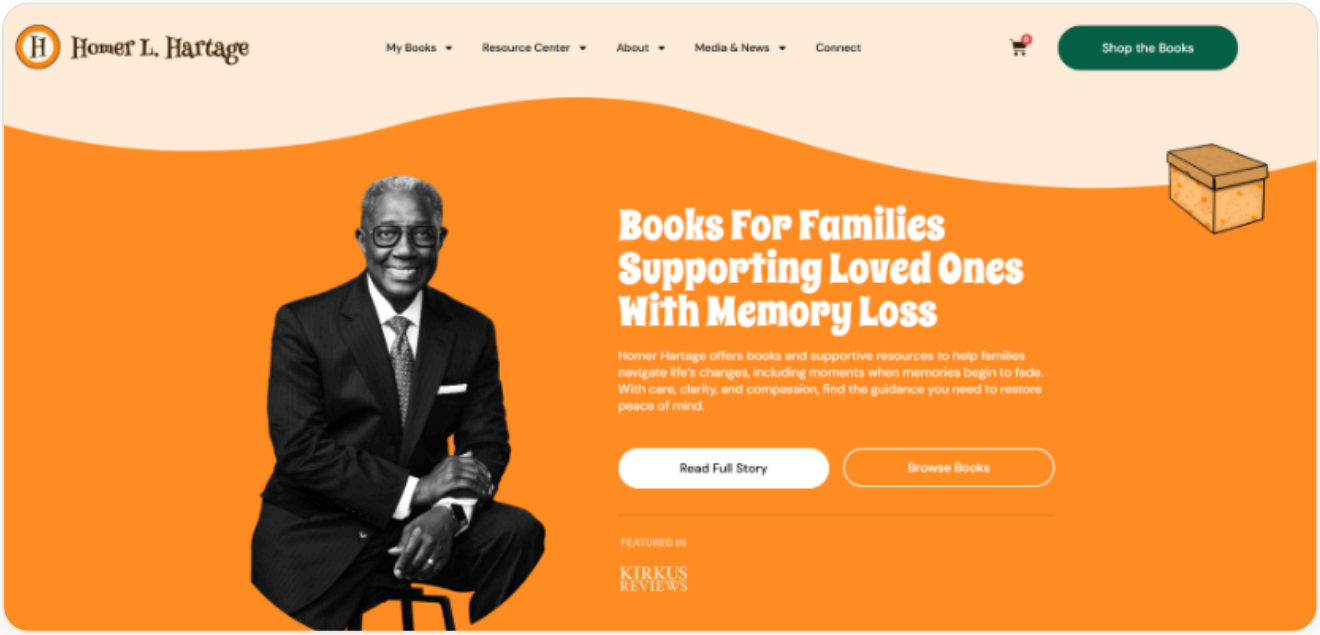


Name-led hero
The headline was his name, followed by a long paragraph.

Eight menu items
Resource and story pages sat at the same level as the books.

No on-site shop
Book sales relied on partner retailers.

AFTER Custom WordPress build with WooCommerce



Search-led headline
Books For Families Supporting Loved Ones With Memory Loss.

Five menu groups
Clear routes to books, resources, his story, media and contact.

Shop and proof
A cart, a Shop the Books button and a Kirkus Reviews mention up front.

RESULTS

More organic traffic, a faster site and more book sales

The migration held the site's search visibility through launch and then built on it. Faster pages and a clearer structure gave Google and readers a better site to work with.

+49%

ORGANIC TRAFFIC

Organic traffic grew 49% in the 90 days after launch, compared with the 90 days before. The redirect map carried each old page's rankings across to its new URL.

3x

FASTER ON MOBILE

Mobile Largest Contentful Paint fell from 7.7 seconds to 2.6 seconds. Total Blocking Time dropped from 230ms to 70ms.

+38%

BOOK SALES

Book sales rose 38% after the WooCommerce shop went live with the new site. Readers can now go from a search result to checkout in one visit.

Mobile PageSpeed

METRIC	BEFORE	AFTER
Performance score	63	**87**
Largest Contentful Paint	7.7s	**2.6s**
Total Blocking Time	230ms	**70ms**
Cumulative Layout Shift	0.085	**0.033**
SEO score	83	**100**
Agentic Browsing checks	2/3	**3/3**

Desktop PageSpeed

METRIC	BEFORE	AFTER
Performance score	82	**92**
Largest Contentful Paint	2.5s	**1.2s**
Accessibility score	83	**89**
SEO score	83	**100**
Agentic Browsing checks	2/3	**3/3**

Traffic: Google Analytics 4, organic channel, 90 days after launch compared with the 90 days before. Speed: Google PageSpeed Insights lab tests on the homepage, run before and after launch. Lab scores can vary slightly between runs.



"YellowInk's AI-powered SEO work has helped us build visibility in a changing search landscape. They approached the project with clarity, structure, and a strong understanding of how content needs to perform across both Google and AI-driven platforms."

Homer H. ★★★★★

Founder, Hartage Foundation

WHAT WE LEARNED

What this project shows about website migration for authors

An author website carries years of book pages, press coverage and resource content. Each of those pages may rank for a search that sells a book. A migration that drops them, even for a few weeks, costs readers and sales.

On this project, three choices drove the result. Each one applies to any SEO website migration in the publishing industry.

1

Plan URLs before the build

SEO and development agreed every old and new URL in one spreadsheet before any template was made. Redirects were ready on launch day.

2

Treat speed as a requirement

Page speed was a target on every template. Mobile readers now see the main content in 2.6 seconds instead of 7.7.

3

Build the shop into the move

WooCommerce went live with the new site. The extra organic visitors had a direct way to buy from the first day.

The same approach works for publishers, independent authors and small businesses with a large WordPress site.

PLANNING A WEBSITE MIGRATION?

Move to a faster website without losing your search traffic

We help authors, publishers and small businesses with SEO website migration and custom WordPress development. Book a discovery call and we will review your current URLs, page speed and search visibility before you change a thing.

Book a discovery call

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