

Enterprise SEO Platform Migration Workbook

Navigate your SEO platform change with confidence.

Based on [Enterprise Seo Migration Switching Between Search Engine Optimization Platforms](#) by Casey's SEO

Why Change Your SEO Platform?

List at least two reasons why an enterprise might need to switch SEO platforms, according to the article.

The Evolving Search Landscape

Besides Google, name two emerging AI-first search platforms mentioned in the article.

Modern Search Behavior

Describe one way modern search behavior has changed and how an SEO platform must adapt.

Costs of Delaying an Upgrade

According to the article, what is the percentage of lower organic traffic growth reported by enterprises on outdated platforms?

Casey's SEO Migration Process: Phase 1

What is the primary focus of Phase 1: Strategic Review and Planning in Casey's SEO migration process?

Addressing Platform Change Challenges

Choose one common enterprise SEO platform change challenge mentioned and describe Casey's SEO solution.

Measuring Success

List two key performance indicators (KPIs) for measuring success after an SEO platform change, as outlined in the article.

Benefits of Acting Today

What is a significant advantage mentioned for early adopters of advanced SEO platforms?

Resources & Further Reading

Related guides to use with this workbook:

■ Enterprise SEO Platform Migration Process (Process Flow)

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-6f5cfe/casey-s-seo/Process%20Flow/enterprise-seo-migration-switching-between-search-engine-optimization-platforms-process-flow.pdf>

■ Enterprise SEO Platform Migration Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/enterprise-seo-platform-migration-checklist.pdf>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Ai Seo Tools Migration Strategy Transitioning From Traditional Platforms – Casey's SEO

<https://caseysseo.com/ai-seo-tools-migration-strategy-transitioning-from-traditional-platforms/>

■ AI SEO Tools Comparison: 2025 Software Rankings – Casey's SEO

<https://caseysseo.com/ai-seo-tools-comparison-2025-software-rankings/>

■ Ai Seo Tools Integration Guide Connecting Multiple Platforms Effectively – Casey's SEO

<https://caseysseo.com/ai-seo-tools-integration-guide-connecting-multiple-platforms-effectively/>

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

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A structured, zero-risk migration protects data and unlocks advanced features for 2025 success.