

# Replatforming & Site Redesign

## Best Practices for a Seamless Transition

### Before

- ❑ Share your staging or Beta site with your Customer Success Manager at Contentsquare. They will check your tag functionality to avoid any data loss.
- ❑ Review [PII Best Practices to Prevent Data Leaks](#) and share with your IT team.
- ❑ Create zonings for your key pages and save them with names/dates to indicate they are the old site version.
- ❑ Rename any old mappings, goals and segments, so you know they are related to your old site. (This will be helpful for pre- / post-analysis you do later on).
- ❑ Export the last 3 months' data from Page Comparator, with key goals for conversion, and micro-conversion

### During

- ❑ Check that the Contentsquare tag is on the live site.
- ❑ Identify any Dynamic IDs on your site and [apply a special attribute](#) to accurately collect data.
- ❑ If you are testing your new site with a small amount of visitors first, make sure there is a custom variable or URL parameter to distinguish between old and new.
- ❑ Ensure your custom variables are defined correctly within the data layer for your new site—these are really helpful for setting up mappings!
- ❑ Create a mapping for your new site, and set up goals and segments for any behaviors or groups you want to analyze.
- ❑ Set up a Workspace to monitor pre- / post-performance, and create AI Alerts for key metrics, such as bounce rate, load time, and conversion.
- ❑ Create zonings for the main pages on your new site.

### After

- ❑ After 5 days, ask your Customer Success Manager to run a data check to ensure the data within Contentsquare matches other Analytics tools.
- ❑ Run comparisons using Workspaces and Page Comparator to gain a high-level understanding of what's working well, and what could be improved.
- ❑ Apply old and new segments to journey analysis, to see where key drop off points are, and identify any unexpected behaviour. Within zoning, drill down into your key pages to see which elements are causing friction.
- ❑ Have a hypothesis? Use Impact Quantification to prove or disprove it and watch Session