

80 hours of work done in 6: the disruptive power of AI in website migration

Strategy

1: Scraping Site information

We crawl the website in a browser and there we automatically extract all visible text using Puppeteer.

2: Generating text summaries

Next, we send the scraped text to Llama 2 to generate content summaries of the texts.

3: Determining Semantics

Next, we send the summary to the tool that will determine the semantics of the page.

4: Matching

We use Elasticsearch to match on semantics.

5: Merging content

We upload a spreadsheet in ChatGPT, which includes the URL, scoped content and the average time on the page.



For many of the acquired organizations, the website is a lifeline for new business generation. With the transition to Kader Group and its spot on kader.nl, no traffic and certainly no conversions must be lost. Because multiple organizations were migrated at once, the time pressure was high. This solution compiles redirects in a fast and accurate way, which will also help us in subsequent migrations.

Geeske van Meerveld
Lead Marketeer Group Marketing at Kader.



Results

-86,67%

Time savings of -86.67% in hours.

+4,13%

Increase in organic sessions from 55,254 to 63,516 (per cent: 4.13%)

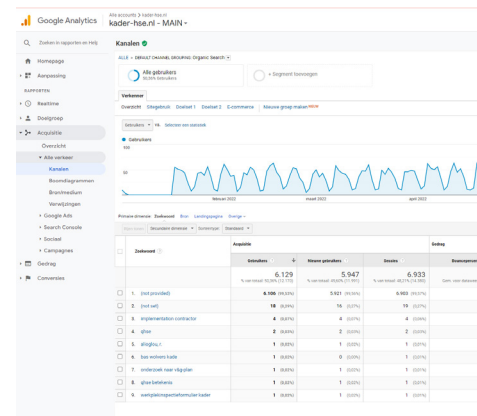
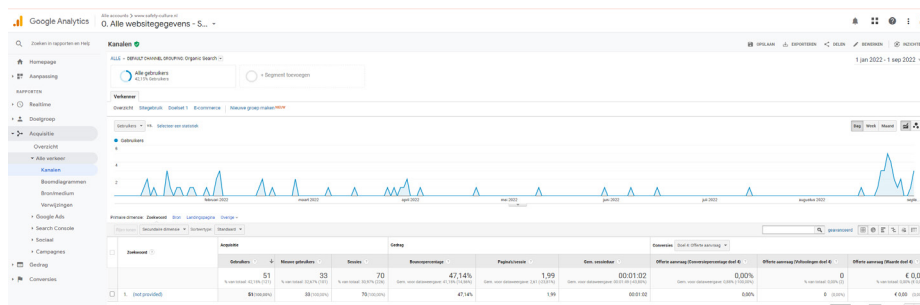
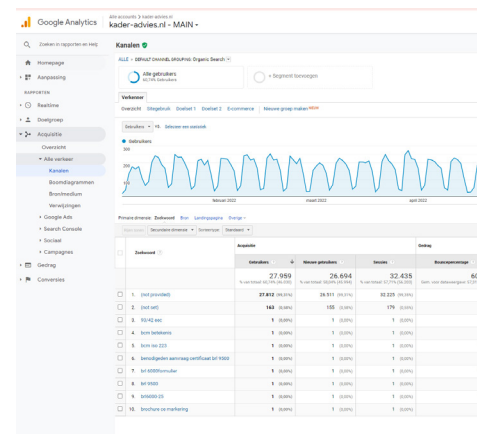
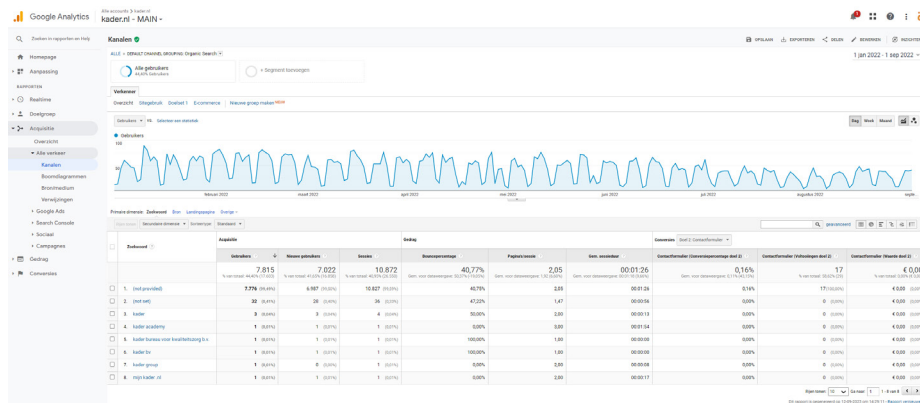
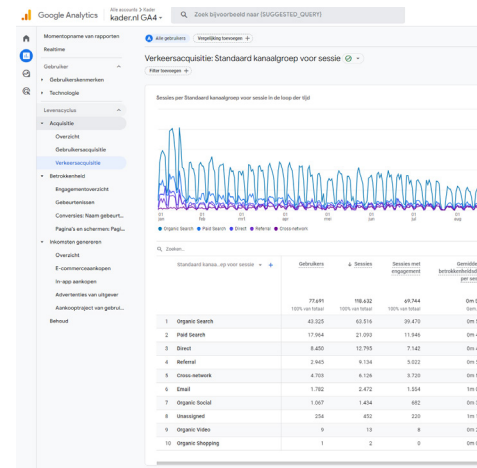
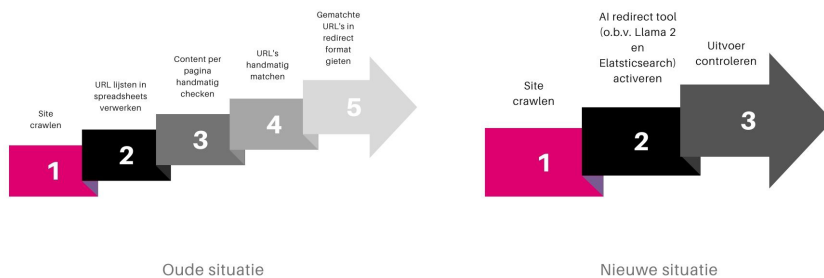
+26,13%

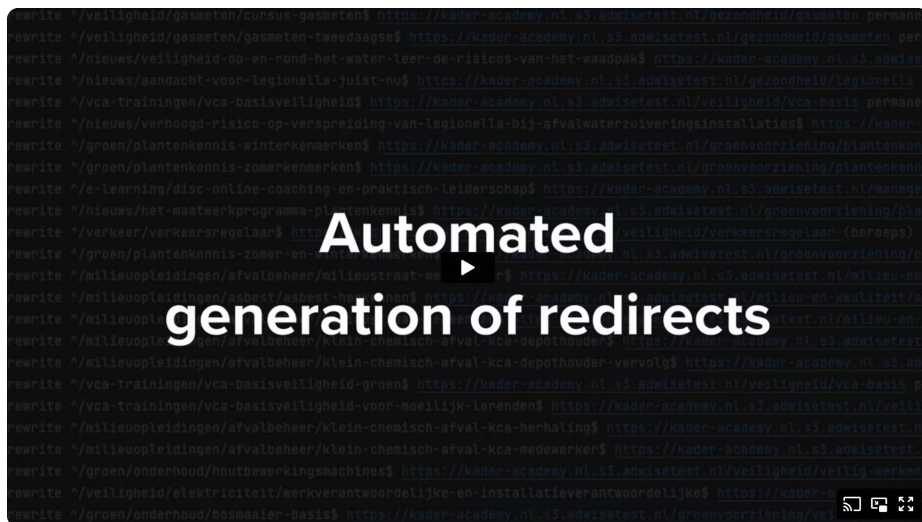
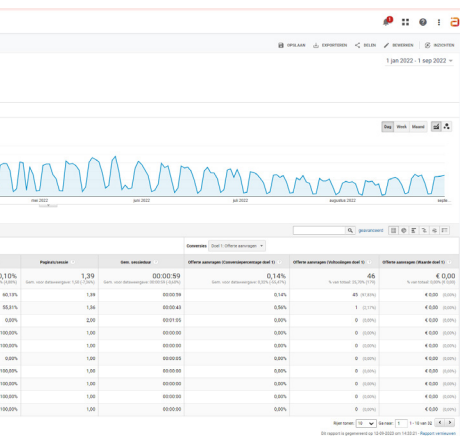
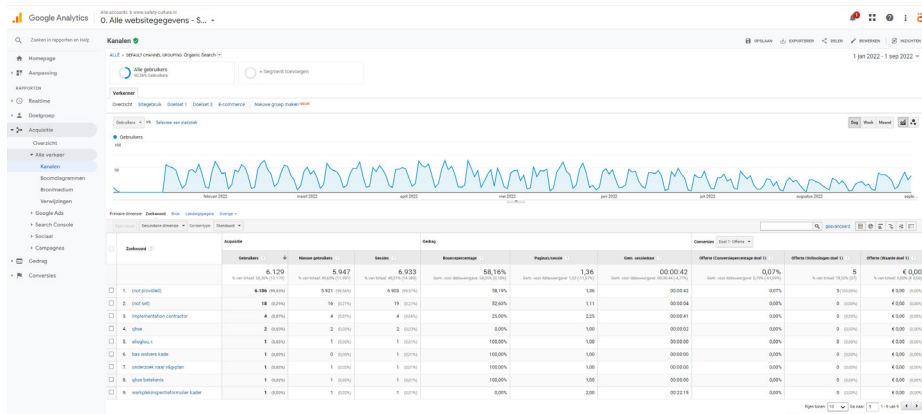
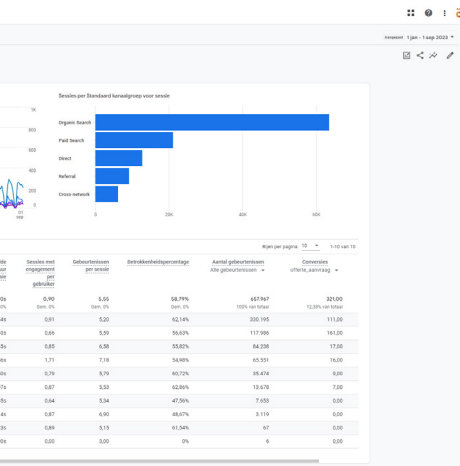
Increase in requests from 88 to 111 (per cent: 26.13%).

Attachments

PROCESOPTIMALISATIE REDIRECT TOOL

Van een handmatig 5 stappenplan naar een geautomatiseerd 3 stappenplan





[Link naar video](#)