

Original Article

Optimizing Web Presence: Effective Strategies for Website Consolidation and Content Optimization

Saravanan Muniraj

Jacksonville, FL, USA.

Corresponding author: munirajsaravanan@gmail.com

Received: 27 July 2024

Revised: 27 August 2024

Accepted: 18 September 2024

Published: 30 September 2024

Abstract - Most of the time it is expensive to maintain many websites and is erroneous when it comes to branding and visitor experience. Such problems can be resolved by merging or controlling the sites, as well as adjusting the information presented on them to the extent that it is as positive as possible. A key practical effect of an efficient website consolidation and management method can be enhanced function and appearance, increased SERP ranking, and decreased expenses. Despite having temporal challenges in the consistent branding of the organization or holding the operational costs, all these hurdles can be sorted out effectively if the website audit is to be performed by preparing a content consolidation strategy and incorporating an effective content management system. The use of such strategies fosters teamwork to forge unity in the realm of the digital world to aid organizations in boosting their performance in this ecosystem.

Keywords - Content management, Content strategy, Website optimization, Website streamlining.

1. Introduction

In the modern world, many organizations are responsible for maintaining several websites with different content, design, and capabilities. Although this approach can meet specific operational requirements, it results in disjointed user experiences, increased maintenance, and confusing communication from companies. Previous studies of website consolidation have generally focused more on the management efficiencies arising from consolidation, including cost-cutting and easy technical management. However, the contribution has not been extended to the structural combination of content by paying much attention to the strategic integration of content during the consolidation process. This gap means that organizations end up having consolidated technical platforms but scattered contents, which reduces the advantage of consolidation. This research seeks to fill this gap by presenting a framework that will not only aggregate websites but also enhance the administrative work of content management. This paper discusses how these different organizations can incorporate their content strategies with their technical requirements to develop consistent branding by improving user experience and search engine results. Thus, this research provides a more profound approach to the multiple digital platform management issues by including the elements of content optimization and website unification. Previous related research most investigated tactical website consolidation, mainly in terms of consolidation of information technologies, web infrastructure, and Website operational efficiencies. This research introduces

a more holistic approach to existing website consolidation by incorporating content strategies and SEO optimization within the consolidation path. These studies focus on the tendency of multi-website consolidation to minimize expenses [1,2] while disregarding the role of content with branding, accessibility, and user experience. What makes this work different from previous studies is content integration alongside technical integration. Thus, it underlines the importance of having a single content management system, which, on the one hand, unifies the technical working background and, on the other hand, enhances the visibility, findability, and shareability of content. Besides, it discusses SEO optimization and web accessibility as the components of consolidation, which have not been researched adequately in the literature. By focusing on these elements, this work provides a more holistic framework that ensures functional and strategic alignment in website consolidation, ultimately enhancing user experience and improving search engine performance.

2. Literature Review

Website consolidation has traditionally been analysed mainly from the technical and cost perspectives. [2] stresses effectiveness through operational efficiency, Which is closely tied to the reduction of maintenance costs from consolidation. [1] also notes that consolidation has far-reaching implications through operational efficiency. However, these studies are mostly concerned with the technical aspect of integration, while the content strategy and SEO are ignored. Further research focuses on these aspects, adding more information on



them. [3] looks at the issues of SEO integration on centralized content management systems, the topic of content strategy, in general, is not covered there. [3] accessibility to the web offers user interest where the consolidation of technologies results in a disjointed user experience. Some others also talk about content level alignment for branding and engagement, but they do not address SEO as well as accessibility. This research extends these works by presenting a content strategy, SEO optimization, and web accessibility as elements that should be incorporated into the consolidation process. This way, it also guarantees that the best technical consolidation delivers improved content effectiveness and user experience as an all-encompassing solution, taking into consideration SEO, accessibility, and content management insights. Additionally, a single website and a single content management system help organizations maintain a stable product identity, text, and graphic information across all their operating occurrences. These integrated brand experiences ensure that brand images are imprinted into the minds of customers, partners, and other stakeholders and increase their confidence in the brand [4]. Also, website consolidation and good management enhance the user's experience since there is privacy, polished structure and style, and easily accessible information [4]. It enables users to locate what they are looking for within the shortest time and thus improve their level of engagement. In addition, when multiple websites are being migrated to a central location, the organizations should take advantage of the improved content and structure for optimization on search engines. Most of the time, centralized content management systems come equipped with SEO tools and features to enhance the search capabilities of the organization and direct more traffic to its website presence [3]. In this way, organizations can combine websites and follow web accessibility standards to remain functional for people with disabilities. This improves the user experience and ensures compliance with relevant accessibility regulations and guidelines.

3. Methodology

This study employed a multiple-methods tactic, merging both quantitative and qualitative data. The procedure entails. Website Audit: Assessing existing sites for content quality, SEO performance, and accessibility. Consolidation Framework Implementation: Applying the proposed framework to consolidate multiple websites into a unified platform. Performance Measurement: Evaluating metrics such as SEO rankings, user engagement, and cost reduction before and after consolidation. Qualitative Feedback: Collecting user feedback through surveys and interviews to assess improvements in user experience.

3.1. Analysis

This research aims to address some research questions like the ones presented here. How does integrating content strategy into website consolidation impact user engagement and SEO performance? What are the measurable benefits of a

unified content management system compared to maintaining multiple separate sites? Website consolidation has often been studied from a technical standpoint, focusing on cost and operational efficiency. However, integrating content strategy, SEO, and accessibility into the consolidation process remains underexplored. This study is necessary to bridge this gap, providing a comprehensive approach that ensures improvements in user experience and search engine visibility complement technical benefits.

For instance, organizations often struggle with inconsistent content and high maintenance costs, which can be mitigated through effective consolidation and content management strategies. The first process that we will undertake during the website consolidation is to take an inventory and assess the various external websites of the organization. This should involve identifying the current content and its relevancy and suitability for the target audience, as well as a review of the design, the functionality/interactivity, and the performance of the current sites, in addition to the technology and the content management systems. Such information allows an organization to detect situations or processes that might be duplicated, therefore enabling it to comprehend the existing state of the digital environment. This information will be essential, especially telling us about the process that follows the process of consolidation.

Based on the insights gathered during the website audit, organizations should develop a content consolidation plan. In addition, the website consolidation initiative presents an opportunity for redesigning and rebranding the organization's online presence. The website should be "stripped down to the most vital features, these being placed accordingly to an easy-to-navigate and scannable fashion" [5]. Brand alignment is key the consolidated site must coherently reflect the company's identity, values, and messaging. [5] stresses ensuring the consolidated website aligns with the organization's brand identity, values, and messaging.

Therefore, a coherent brand presence is crucial. Besides, prioritizing user experience through intuitive, responsive design tailored to the target audience's needs is essential. Also, logically organizing and presenting content engagingly facilitates easy navigation and discoverability [5]. A robust, centralized content management system can streamline editing, publishing, collaboration workflows, and content reuse across channels, enhancing security and scalability.

In addition, an efficient content management system is necessary to ensure that website consolidation is proper. [3] explains the complicated structures of growing website resources and the requirement for dynamically launching web content, which requires a centralized solution for designing, modifying, and disseminating the content. A good CMS is collaboration-friendly, has explicated approval processes, and

is inclined towards easy content reusability across different outlets [3]. Also, enterprise-level CMS solutions incorporate highly developed security and potentiality, allowing organizations to manage combined business image.

4. Results and Discussion

The most crucial advantage is optimizing an organization's work, which results from consolidating its websites. Implementing a single portal has been seen to help organizations save time and eliminate duplicated efforts that may come with many websites. This leads to convergence in content creation and updates and more accessible and faster content maintenance, which means efficiency and effectiveness in terms of time and cost.[1] argue that tracking and measuring performance metrics accurately with multiple websites can be challenging. Combined data and analytical approaches are crucial as we must analyse users' behaviour and discover the problems and unique opportunities to enhance services. Implementing effective website consolidation and content management strategies can provide a range of benefits for organizations.

4.1. Improved Operational Efficiency

By consolidating multiple websites into a single, centralized platform, organizations can streamline their content management processes, reduce the time and resources required for maintenance, and ensure greater consistency across their online presence by implementing centralized Content Management Systems (CMS) makes work across teams easier by allowing various teams to share content, ensuring up-to-date content on every channel of information dissemination. Therefore, website consolidation optimizes organizational processes and fosters a cohesive and efficient digital presence, driving overall success in today's competitive landscape.

4.2. Enhanced Brand Consistency

A unified website structure and content management system can help organizations maintain a consistent brand identity, messaging, and visual aesthetic across all their digital touchpoints, strengthening their brand recognition and overall brand equity. Furthermore, the centralized online presence and content management ensure that brand consistency, uniform message or image, and other essential graphical elements are maintained across all organizational instances. This single, consistent brand experience enhances brand memory and creates trust among the customers, partners, and stakeholders.

4.3. Enhanced User Experience

In addition to improving the user experience, a structured, coherent, and integrated website, also supported by efficient navigation, can help visitors quickly find the necessary information and thus attract their attention to the organization's services. Website unification and proper content arrangement can go a long way in enhancing the user experience, allowing them to move through the site logically,

with identifiable design patterns, and attain the information they seek without undue difficulty. Thus, users are more prone to enjoy their time online.

4.4. Increased Visibility and SEO Performance

By eliminating wasteful pages and links, writing content that is more relevant to visitors' informational needs, and making sure that all parts of the site are optimized for search engine queries, people can ultimately increase their organizations' search visibility and attract more people who are likely to be interested in their web-based offerings. One way of doing this is to present relevant organizational content from different websites, which was previously difficult to find and navigate because of the lack of an integrating structure for search engines. Many CMS contain SEO functionalities that allow organizations to optimize for search rankings and increase organic traffic to their website.

4.5. Reduced Maintenance and IT Costs

Having multiple websites may require multiple licenses and hosting fees and more IT personnel to manage different sites; combining all these sites can cut expenses. Starting and maintaining multiple website boards requires significant and considerable time investment and funds, especially in the process of purchasing IT infrastructure and software, host services, and staff with specialization in this aspect. Which in turn can lead to increased operational costs and overall organizational frameworks. Adopting a decentralized structure will lead to increased costs and business complications for organizations.

4.6. Accessibility

An accessibility check should be made to get rid of any barriers, such as compliance issues, for a better user experience. It can be possible to bring together several websites and follow web accessibility guidelines to achieve an appropriate level of usability for persons with disabilities. This enhances the usability of developed solutions and meets the regulatory requirements associated with the accessibility of technology for persons with disabilities. Finally, assessing the results of Website consolidation efforts is necessary to determine the effectiveness of such measures. [1] the website should have engagement measures that include page views, time spent on the site, bounce rates, and conversion rates, as well as conversion measures that include leads and sales. Preference is made to how managers use clickstream analysis, a measure derived from tracking the company website and customer activity.

5. Conclusion

As the digital landscape continues to mature, consolidation of websites and overall good content management remain essential to help organizations fulfil their objectives of improving their digital strategies and performance. The approaches described and discussed in this paper can help tackle the complexity of managing many

websites and ensure brand alignment in an organization so that it can start claiming a strategic place in web-based structures for a long time. A good start towards the successful creation of consolidated websites and managed content is the formulation of an initial strategic framework that will be innovative enough to support an organization's overall

objectives, responsive to the needs of people visiting websites, and compliant with the standard practice in the field. This way, the organizations can effectively manage the future of digital interactions, improving efficiency regarding resource allocation and ensuring that they are as strong as they can be in the ever-growing battle for control over the online domain.

References

- [1] Ahmad Ghandour et al., "Measuring eCommerce Website Success," *19th Australasian Conference on Information Systems*, Christchurch, pp. 320-330, 2008. [[Google Scholar](#)] [[Publisher Link](#)]
- [2] K.V.S.S.R. Verma, and Shailesh Kumar Shivakumar, "An Approach to Web Application Consolidation," Infosys Limited, 2018. [[Publisher Link](#)]
- [3] Susan McKeever, "Understanding Web Content Management Systems: Evolution, Lifecycle and Market," *Industrial Management & Data Systems*, vol. 103, no. 9, pp. 689-692, 2003. [[CrossRef](#)] [[Google Scholar](#)] [[Publisher Link](#)]
- [4] "Consolidating Web Applications Using VMware Infrastructure," VMware, pp. 1-20, 2020. [[Publisher Link](#)]
- [5] Emma Olsén, "Redesign of a Website and Visual Brand Language: Development of a New Website and Graphic Profile for an Energy Efficiency Company," Master of Science Thesis, Luleå University of Technology, pp. 1-70, 2021. [[Google Scholar](#)] [[Publisher Link](#)]
- [6] Stephen Burgess, *Specifications for a Website Audit Tool for Small Businesses*, Small and Medium Enterprises: Concepts, Methodologies, Tools, and Applications, IGI Global, pp. 680-694, 2013. [[Google Scholar](#)] [[Publisher Link](#)]
- [7] Nicoleta David, and Livia Sangeorzan, "A Method for Websites Structure Optimization," *Proceedings of the 1st International Conference on Manufacturing Engineering, Quality and Production Systems*, pp. 175-178, 2009. [[Google Scholar](#)]
- [8] RJ Gumban, Content Consolidation: Improving Your SEO Performance, Digital Resource, 2022. [Online]. Available: <https://www.yourdigitalresource.com/post/content-consolidation-improving-your-seo-performance>
- [9] Bernhard Haslhofer, and Niko Popitsch, "DSNotify-Detecting and Fixing Broken Links in Linked Data Sets," *2009 20th International Workshop on Database and Expert Systems Application*, Linz, Austria, pp. 89-93, 2009. [[CrossRef](#)] [[Google Scholar](#)] [[Publisher Link](#)]