



Charles Taylor Unveils the Secrets to Seamless Site Migrations at Agency Fast Track 2025

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The Agency Fast Track 2025 Virtual Conference is proud to announce Charles Taylor, an esteemed Enterprise SEO expert with over two decades of experience, as one of its featured speakers. Charles has been at the forefront of SEO since 2002, driving success in various verticals, including legal services, eCommerce, telecommunications, and news media. His impressive career includes roles as an in-house Enterprise SEO for industry giants such as Lexis-Nexis, Verizon, and currently Fox Corporation.

Charles?s approach to SEO is built on a solid foundation of four pillars: technical expertise, content optimization, link building, and strong user signals. By applying these principles, he has helped organizations establish SEO Centers of Excellence (CoE), achieving sustainable organic growth and navigating the ever-evolving digital landscape. Known for his ability to scale effective strategies and implement cutting-edge techniques, Charles remains a driving force in the field, constantly adapting to meet new challenges and opportunities.

At the Agency Fast Track 2025 Virtual Conference, Charles will lead an insightful session titled, "Migration Magic: Changing Your Site While Keeping Your SEO Traffic Intact." Website migrations are often regarded as one of the most complex and risky undertakings in the SEO world. In this session, Charles will demystify the process and turn it into an opportunity for growth. Whether you?re updating a single URL, transitioning to a new CMS, or migrating to an entirely new domain, Charles will share proven strategies, tools, and processes to ensure your SEO not only survives but thrives.

Key takeaways from Charles?s session include insights into how migrations can go bad for SEO and the critical steps to take before a migration begins. Attendees will learn how a well-executed migration can improve search rankings, user experience, and business outcomes, supported by real-world examples of successful migrations and lessons learned from them. Charles will provide a step-by-step guide to handling redirects, URL changes, and technical configurations while ensuring no detail is missed during the migration process. The session will also cover strategies for monitoring and validating migration success and methods to identify and address any ranking or traffic drops early.

?We?re thrilled to have Charles Taylor join this year?s stellar lineup of speakers,? said Lisa Parziale, founder of Agency Fast Track and the event organizer. ?Charles?s expertise in Enterprise SEO and his proven track record of managing complex migrations make him an invaluable resource for our attendees. His session will provide a roadmap for navigating one of the most challenging aspects of SEO, ensuring that participants walk away with the confidence and knowledge to protect and grow their organic traffic during a migration.?

Lisa further emphasized the importance of addressing the challenges of website migrations. ?Site migrations are often viewed as a necessary evil, but Charles shows us how they can be a catalyst for positive change and growth. His ability to break down complex processes into actionable strategies makes him an exceptional addition to our conference. This session is a must-attend for anyone looking to safeguard their SEO efforts while embracing the opportunities that migrations can offer.?

The Agency Fast Track 2025 Virtual Conference, scheduled for January 27-30, is a premier event for web developers, SEOs, agency owners, and digital marketers seeking to stay ahead in today?s competitive landscape. With live sessions, interactive Q&As, and on-demand replays, this fully virtual event offers attendees the flexibility to engage with 22 expert speakers, including Charles Taylor, from anywhere in the world.

Charles?s session is just one of many highlights in a packed agenda designed to deliver transformative insights and practical strategies. Don?t miss this opportunity to learn from Charles Taylor and other industry leaders who are shaping the future of digital marketing. With only 100 tickets available, early registration is

highly recommended. For more information and to secure a spot, visit https://agencyfasttrack2025.com.

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Agency Fast Track

Agency Fast Track is an online education and coaching company founded by Lisa Parziale. It provides training, mentorship, and resources for entrepreneurs, particularly those in the marketing and agency sectors.

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