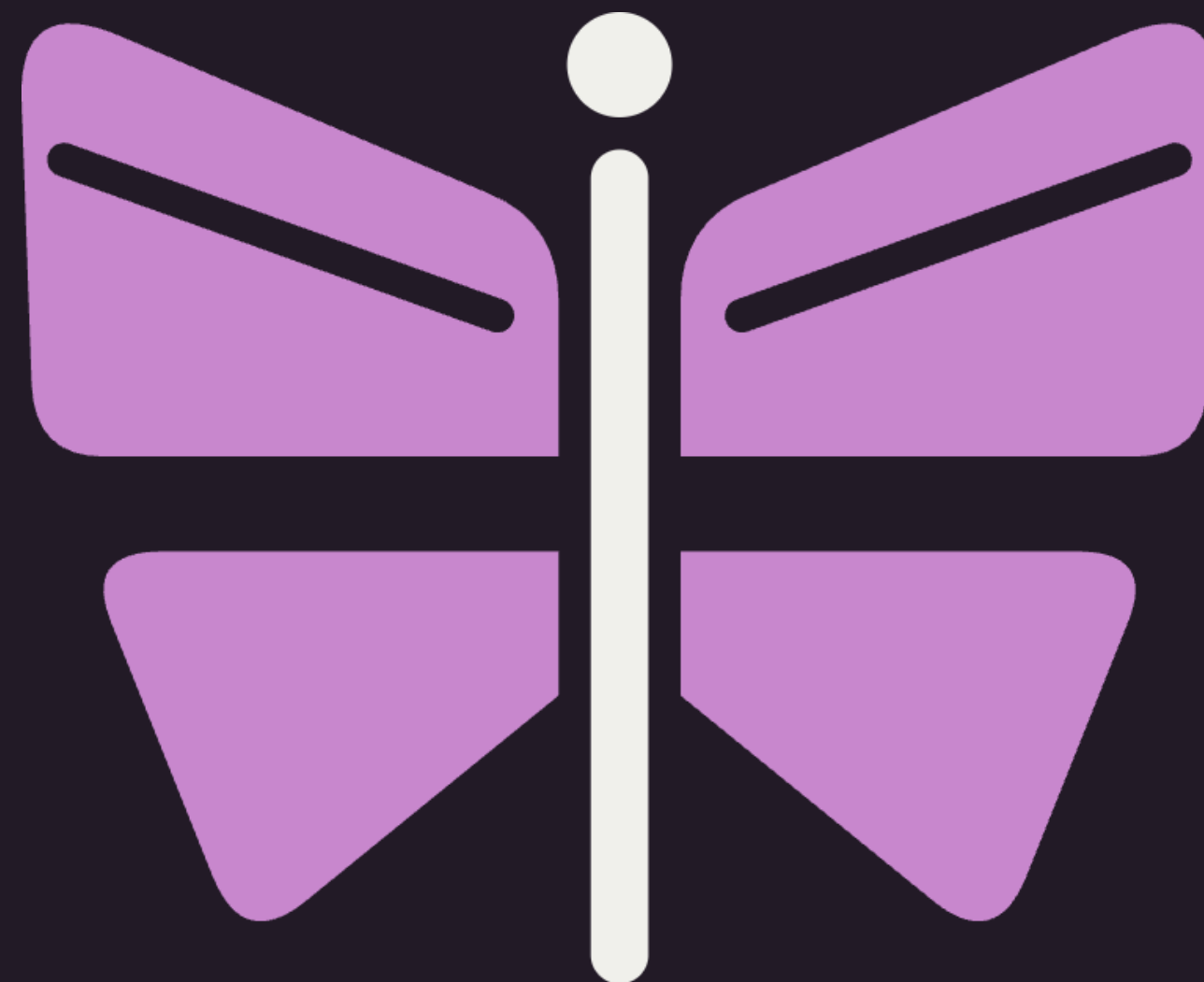




Transform your website estate

IMAGO delivers automated website migrations at scale. We transition entire site portfolios from any legacy CMS to your target platform, preserving 100% of your design, content, and search value, faster and at a fraction of the cost of manual rebuilds.



As website estates expand, they become fragmented

01 Multiple platforms with different functionality	02 Multiple suppliers to manage	03 Inconsistent upsell paths
04 High support costs	05 Client retention risk	06 Performance issues are hard to detect across sites

Addressing this is time-consuming, costly and complicated, so it often gets ignored and the issues compound.

IMAGO analyses your estate and recreates every site on your chosen platform

SCAN

An automated scan shows exactly what your estate looks like

MIRROR

Each site is rebuilt to look indistinguishable from the original

Site Performance unaffected (URL's & Site Map, On-Page SEO and Schema all preserved)

EDIT

Full CMS and editor functionality of the new platform

CHECK

Stringent technical QA checks, then a final human check

Organisations that hold many websites

Hosting providers and domain registrars

Website platform providers

Agencies with inherited client sites or mature estates

Multi-brand groups and franchise networks

Channel partners reselling to all of these

From site list to priced plan

01

Share

Provide the URLs for every site in your estate

02

Analyse

IMAGO assesses the entire estate and refines the migration engine for it

03

Proof

We demonstrate the result on examples from your own estate

04

Proposal

Within 5 days, a quote and a project completion date

What an assessment returns

52
Domains submitted

27 51.9%
Live and rebuildable

25
Exceptions for client follow-up
12 no longer live · 5 under construction · [8 other

ESTATE INSIGHTS

E-commerce 30

Blogs Pages 10

Custom features 12

Live output from one estate assessed in IMAGO Web Estates. Figures vary by estate.

Every site, assessed and explained

Open any site and the platform shows its page count, complexity, automation potential and the recommended migration route, with the reasoning behind it.

Site detail panel, IMAGO Web Estates

https://www.espace-franchise.com

COMPLETE · 774 pages

×

CLASSIFICATION

Route	Dynamic migration
Pages	774
CMS	—
Complexity	85
Automation potential	90
Crawl	complete

WHY THIS ROUTE

Very high page count (774) — strong signal of blog/collection-driven structure; dynamic migration route with high automation potential.

TEMPLATE

Auto template ▾

ACTIONS

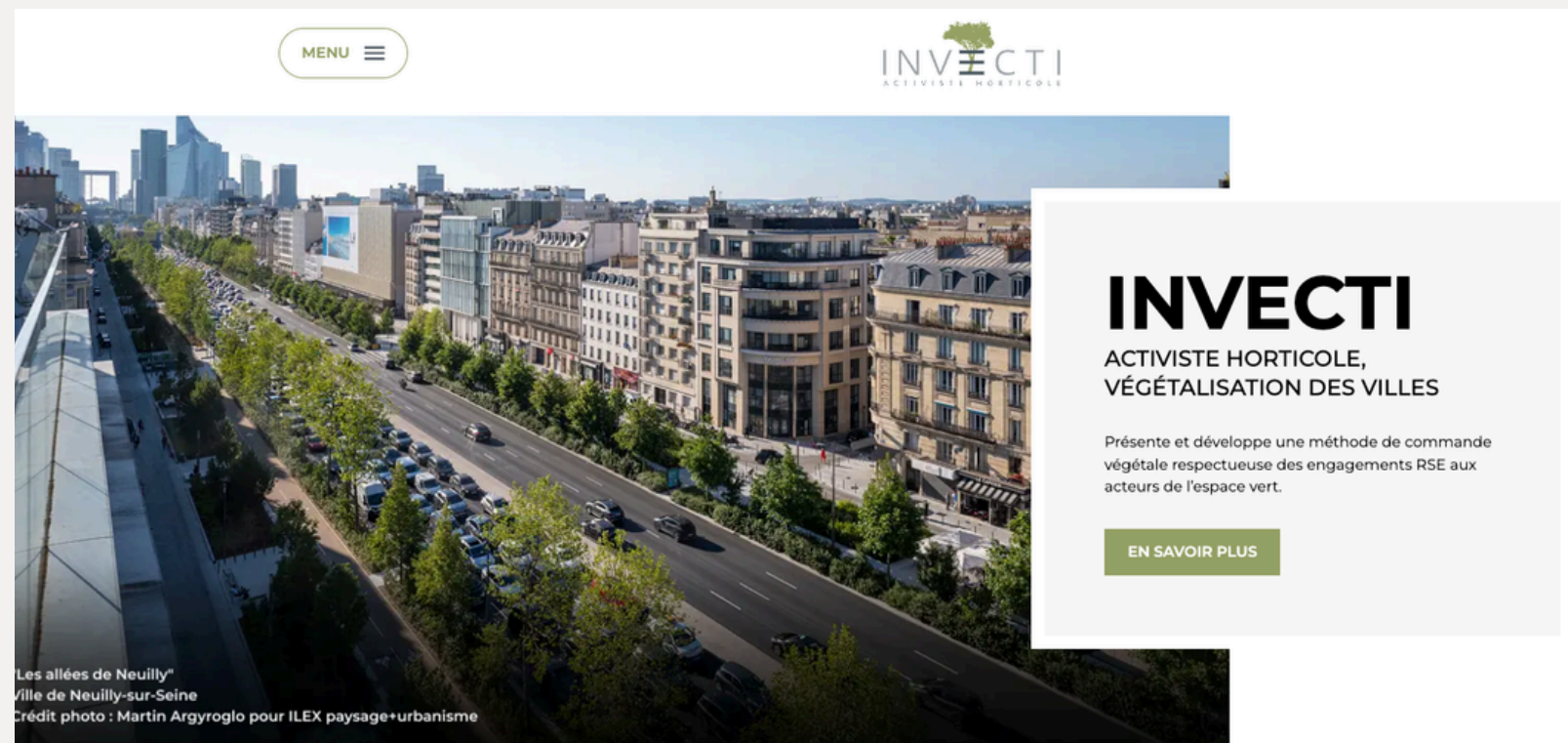
Crawl + extract

View extracted content

Route must be automation-assisted to generate — use the review screen to override.

The same site, on a better platform

BEFORE · ORIGINAL PLATFORM



AFTER · DESTINATION PLATFORM



All content transferred: imagery, text and blog posts

All metadata transferred: alt text, page titles and descriptions

Fully editable in the destination platform's own editor

Human QA before handover on the ready-to-publish option

Two ways to take delivery

OPTION 1

Ready to publish

Sites go through the migration engine, our own QA and a final consistency check across the batch.

We do	Migrate, QA and sign off every site
You do	Publish
Best for	Clients without an internal QA team

OPTION 2

Engine handover

Sites are handed over straight out of the migration engine, for teams who prefer to run their own checks.

We do	Migrate every site through the engine
You do	Run QA, adjust and sign off
Best for	Clients with internal QA teams

What you can count on

Any

Source or destination
platform

5 days

To a quote with a fixed
completion date

First

See your own sites
rebuilt before you
commit

Every

Site signed off before it
goes live

Insight

Into your whole estate,
site by site

**One estate.
One platform.
One set of fees.**

Share your site list to start the assessment