



# **The State of Digital Transformation**

in 2021 & 2022

Leading insights about website migration,  
SEO, page speed and web redesign

# The Digital Transformation Era Is Now

Business leaders have long talked about digital transformation. Now, it's time for action. The COVID-19 pandemic—coupled with the global availability of high-speed internet—has propelled digital transformation to the top of Chief Marketing Officers' to-do lists.

According to Forrester, only 15% of companies prioritized digital transformation prior to 2020. But in 2021, **Forrester predicts that every company will move technology into every part of their business.**

To learn more about what digital transformation means for CMOs and other executives in 2021, we examined search data and keyword trends from **Conductor** and Google Trends over the past 18 months. Among our findings: website migration remains a popular way for companies to radically transform their digital presence. When done properly, migrations can dramatically impact a businesses' visibility and rankings in search results.

Read on to learn more about how businesses are approaching digital transformation today, and how topics like website migration, SEO, page speed, and web redesign figure into the equation. You'll also gain insight into the most frequently searched keywords about digital transformation.

You'll also gain insight into the most frequently searched keywords about digital transformation and how trends are playing out in 2022.

**In a study of 350 CMOs, 76% listed digital transformation as their most critical focus in 2021.**

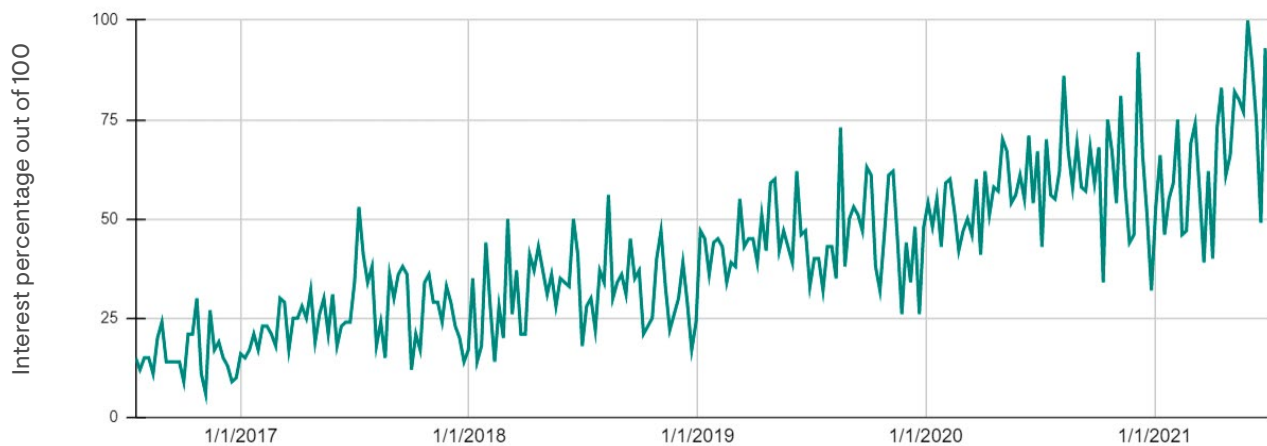
**By 2023, IDC predicts direct investments in digital transformation will approach \$6.8 trillion globally.**

# Interest in Digital Transformation is at an All-Time High

While the pandemic made digital transformation a burning platform for many companies, the fact is, search interest in digital transformation has increased steadily over the past five years.

Our data shows that search interest for digital transformation just reached its peak this past May and June, and it's safe to assume this trend won't slow down anytime soon.

## Digital Transformation Over the Past 5 Years



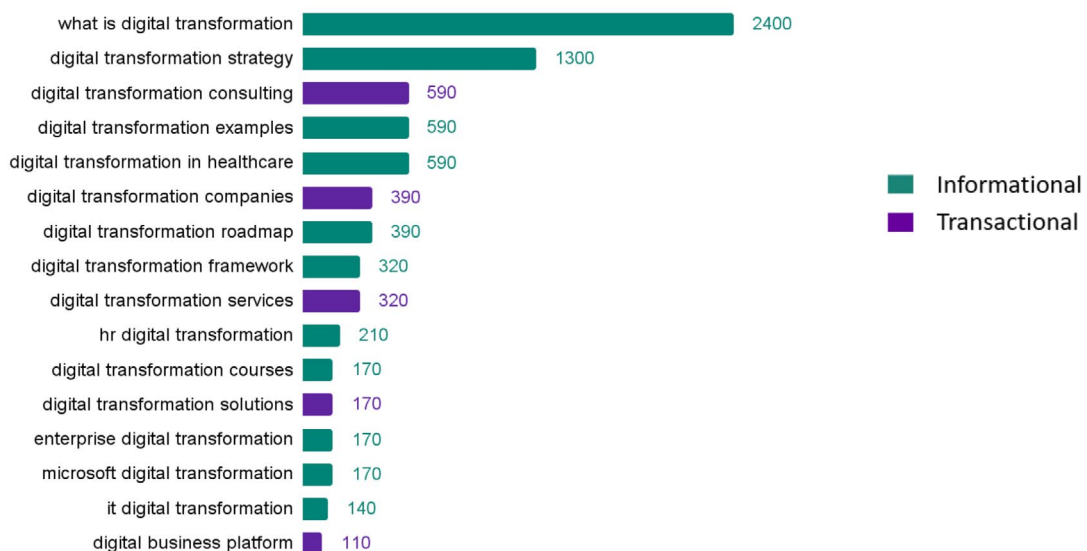
*\*Based on Google Trend data*

To learn more, we explored the nature of those digital transformation searches. We found a majority of them to be informational, indicating that CMOs and other business leaders have a thirst to learn more about specific transformation strategies and examples of transformation done well. A deeper dive showed a desire for

industry-specific digital transformation insights in areas such as healthcare, information technology, and human resources. Searches that were more transactional in nature show that businesses are seeking help from consultants and service providers to implement digital transformation solutions.

## Top Trending Digital Transformation Searches

Search Volume



*\*Based on Conductor & Google Trend data from May 2021*

# Customer Experience Is Top-of-Mind for CMOs

When CMOs look at digital transformation, they're focused solely on one area: improving the customer experience (CX). Our recent report on [B2B SaaS Industry Trends & Leaders in 2021](#) found that, among martech solutions, Customer Experience Management tools had the highest year-over-year increase in search (nearly 25%) from April 2020 to April 2021.

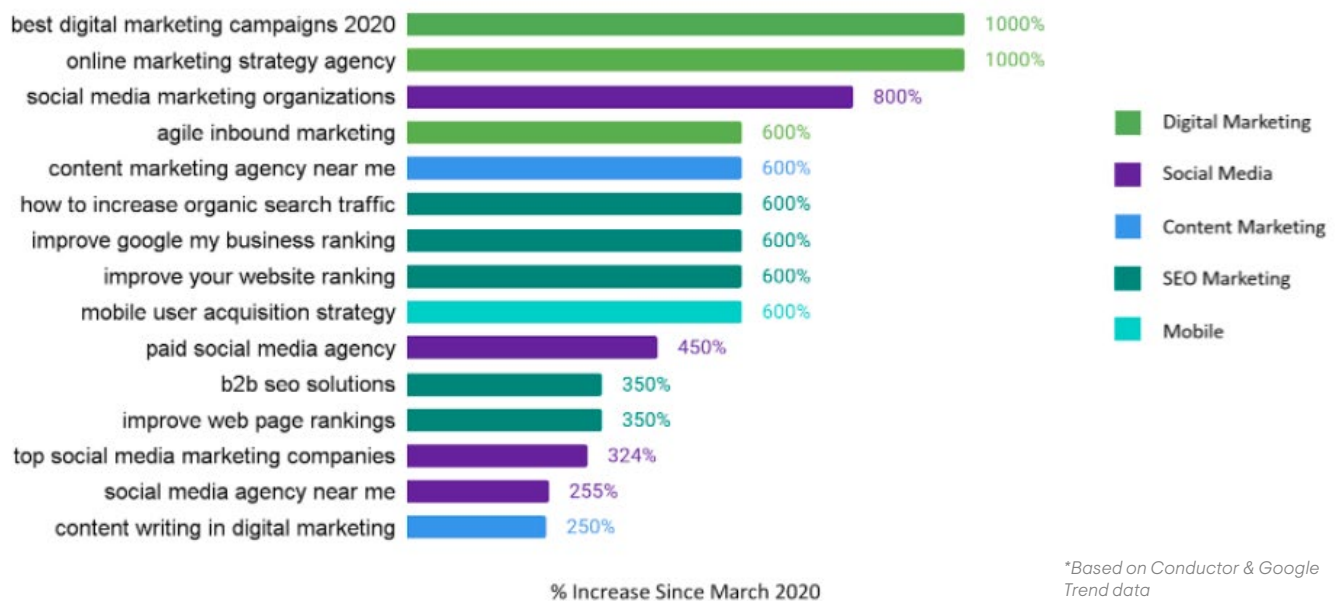
Our review of Conductor and Google Trends data showed that many companies today seek online marketing strategy solutions, an indication they're looking to solve all their digital marketing challenges at once to create an improved CX.

Other businesses seek specific agencies and solutions for items like content marketing or social media.

Companies looking into SEO marketing are searching for ways to increase keyword rankings. Successful website migration can set a solid foundation for SEO.

The fact that searches for "best digital marketing campaigns 2020" trend high shows that companies remain interested in what worked for others during the height of the pandemic.

## Top Digital Marketing Solutions Attracting Interest



**27% of brands improved their CX in 2020, which was 13% higher than the prior year.**

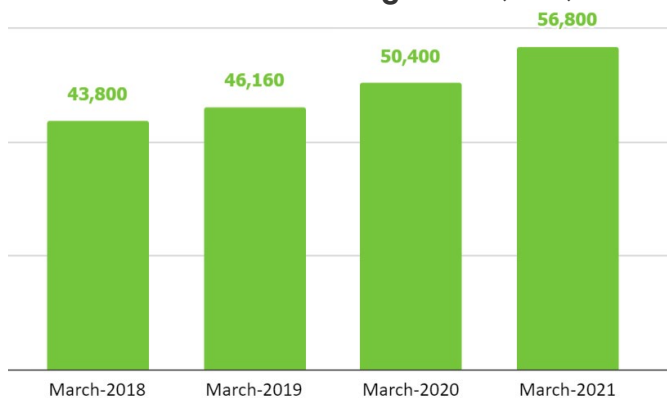
# How Website Migration Fits Into the Picture

We've witnessed consistent 30% growth in search volume for website migration over the past four years. That upward trend continued with a 4% increase in website migration search volume from March 2020 - May 2021. The most recent peaks came in January 2020 and then again in January 2021, which signals the start of the yearly budget planning cycle for many companies. We expect to see a similar increase toward the end of 2021 as brands evaluate their web performance and explore how migration might help them achieve transformation post-pandemic.

## What's a website migration?

It's any event that significantly alters or revamps your website in areas that substantially affect its search engine visibility. For more information visit our [website migration resource hub](#).

## Interest in Web Migration (YoY)

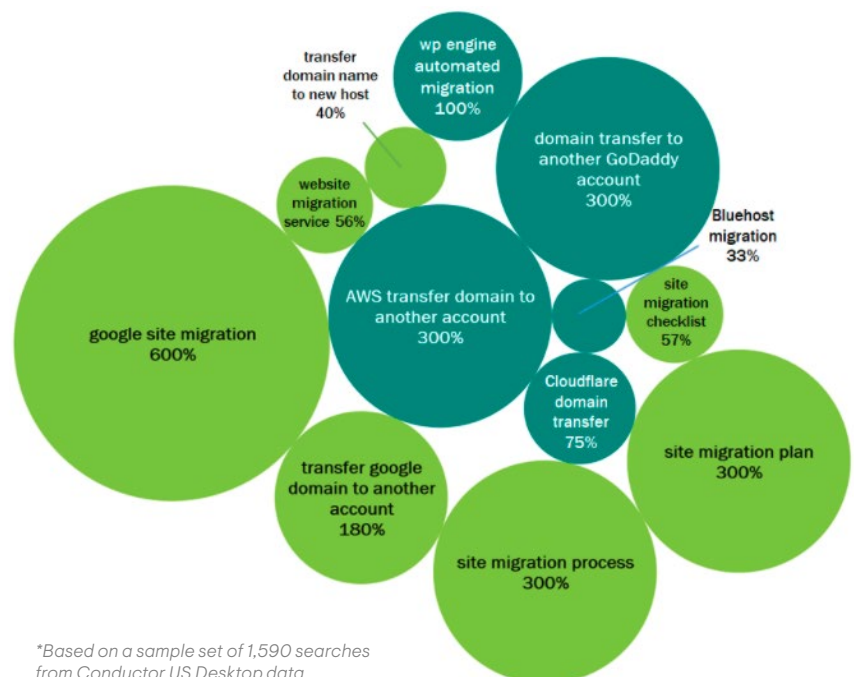


*\*Based on a sample set of 1,590 searches from Conductor US Desktop data*

Keyword trends show that CMOs and businesses want to learn more about the processes and plans for migrating from one web host to another. Amazon Web Services and GoDaddy have the largest increase in demand for domain transfers to another account.

The web hosting services market is expected to reach [\\$171.4 billion by 2027](#).

## Website Migration Search Increases Since March 2020



*\*Based on a sample set of 1,590 searches from Conductor US Desktop data*

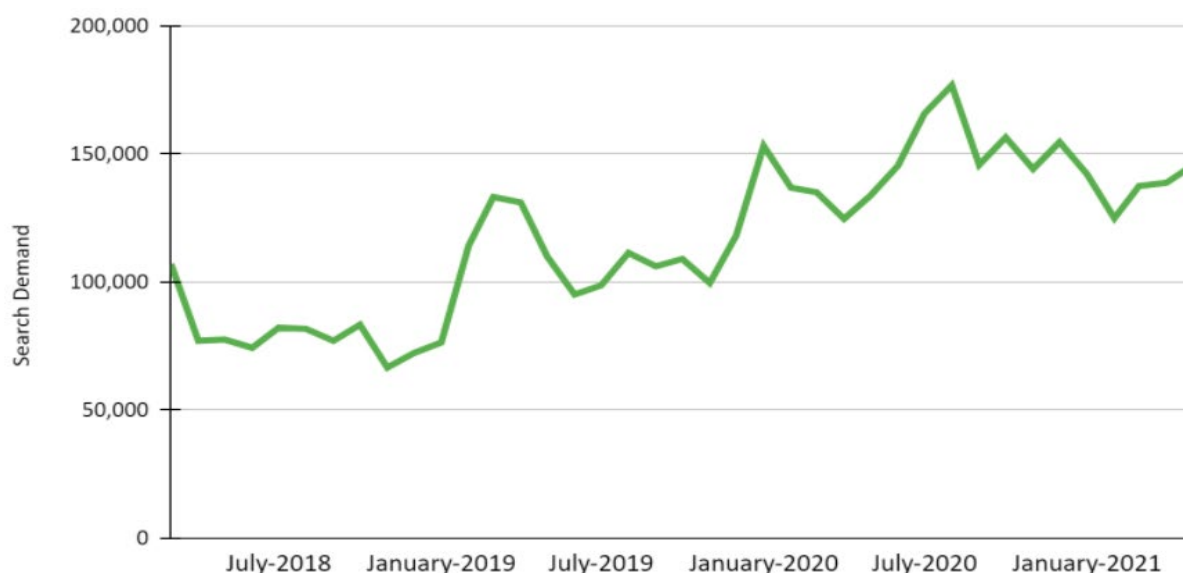
## SEO Agency, Consulting & Hiring

Companies that want to achieve a successful website migration seek a partner who can help them do it right. That's clear when looking at search volume for SEO agencies, consulting, and hiring, which had the highest percent increase (18%) of any website migration topic over the past 18 months.

Interest in SEO agencies, consultants, and job positions experienced an increase in traffic from April – August 2020. Surges in demand annually occurred around January pre-pandemic, but in 2020 the highest demand occurred last summer. These seasonal spikes coincide with many companies' annual budget planning cycles.

### Interest in SEO Agency, Consulting and Hiring

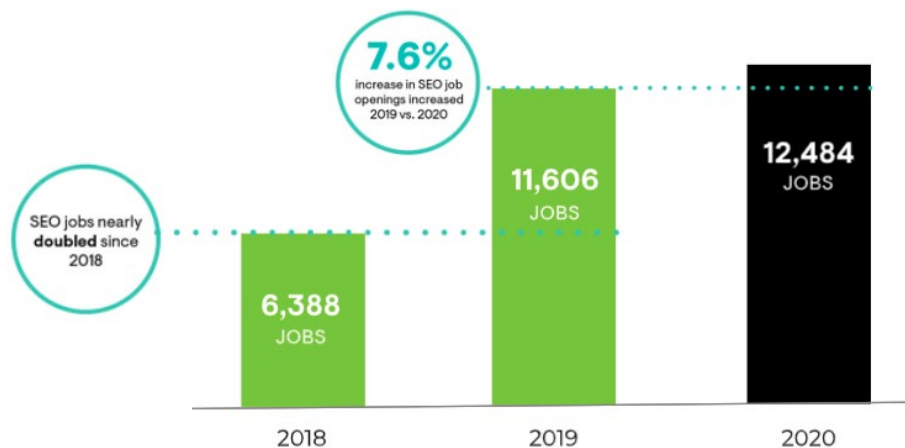
March 2018 to May 2021



\*Based on a sample set of 782 searches from Conductor US Desktop data

### SEO Job Hiring Trends

A look at keyword trends shows a particular need for SEO agencies and consultants, with searches for "SEO expert services" increasing by 550% since March 2020. In focusing on only hiring-related terms from the [Digital Marketing Job Trends](#) analysis, we see a positive trend, with an increase of more than 7% from 2019 to 2020.

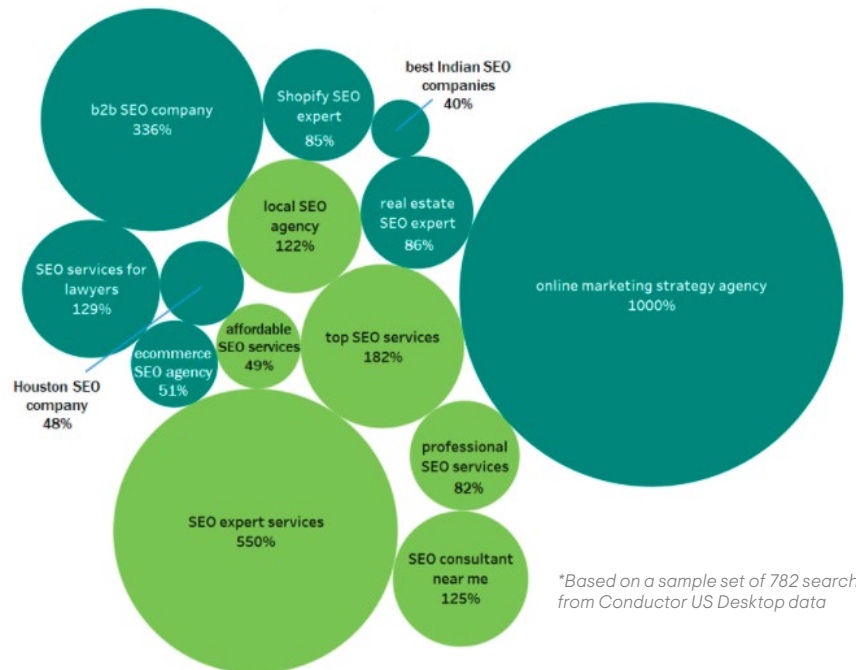


Many companies search for industry or location-specific SEO vendors. Searches for “Best Indian SEO Companies” tell us some companies want to outsource their SEO to other countries.

Industry-specific searches such as “real estate SEO expert” and “B2B SEO company” may be related to verticals experiencing increased demand post-pandemic.

Organic search remains the single most important way customers find websites.

## Interest in SEO Agency, Consulting and Hiring



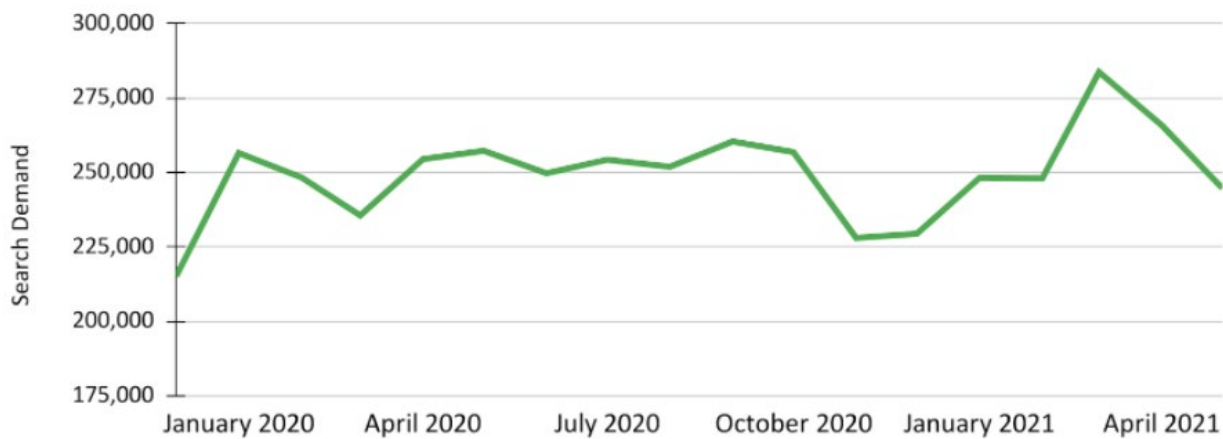
# Page Speed

Page speed affects both SEO and the customer experience. In ecommerce, for example, nearly [70% of consumers say page speed impacts their willingness to buy](#) from an online retailer. So, it's no surprise to see a 6% increase in page speed search volume since March 2020. The biggest spikes came in March 2020 and again in March 2021.

The more recent interest in page speed may be related to Google's June 2021 release of [Core Web Vitals](#), a set of user-centered metrics—including load time, interactivity, and visual activity—that now figure into the search engine giant's overall rankings.

## Interest in Page Speed

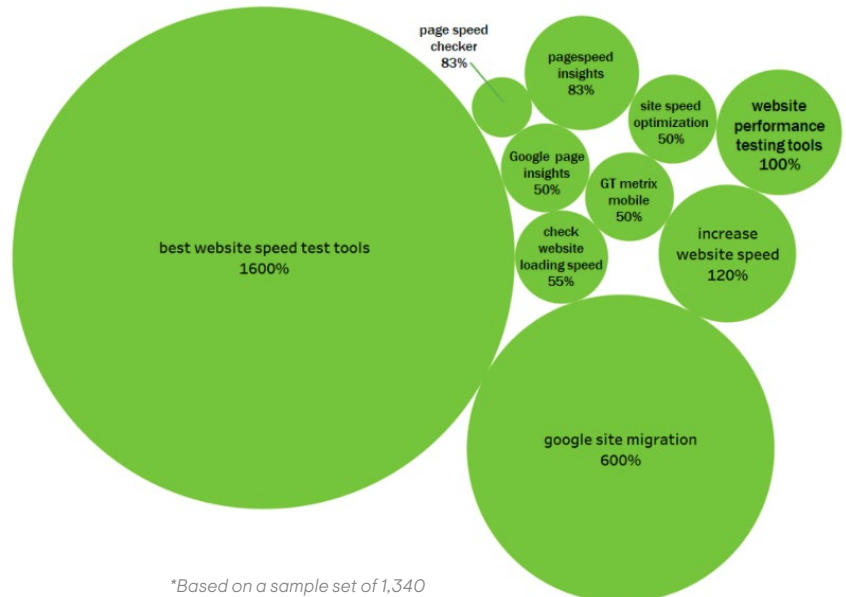
December 2019 to May 2021



\*Based on a sample set of 1,340 searches from Conductor US Desktop data

## Page Speed Searches Increases Since March 2020

A deeper dive into keyword data shows that searches for checking the status of a page's site speed have increased across the board since March 2020. Trends show a whopping 1600% increase in searches for "best website speed test tools." Branded searches for items like "google page insights" and "GT metrix mobile" show that companies want tools that can identify specific website pages needing load speed improvements.



\*Based on a sample set of 1,340 searches from Conductor US Desktop data

Each additional second of load time [drops website conversion rates by 4.42%](#) on average.

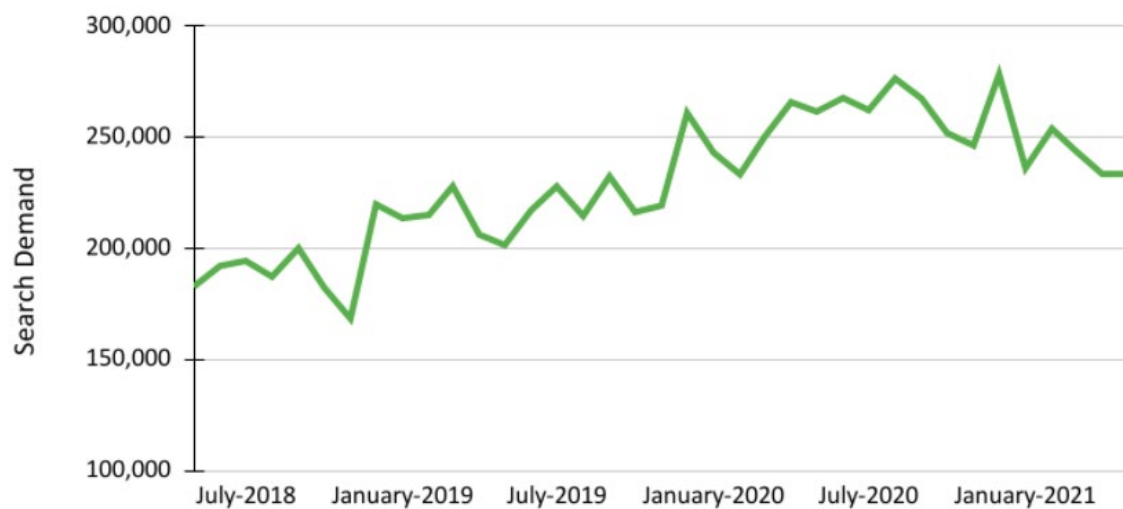
# Website Redesign & Development

Since March 2020, search volume for website redesign and development has increased by 9% on average. Interest started growing in March 2020 during the height of the pandemic, when

many companies began prioritizing their websites due to increased online traffic. A second spike in January 2021 shows renewed interest for optimizing web design at the start of the new year.

## Interest in Web Redesign and Development

May 2018 to May 2021

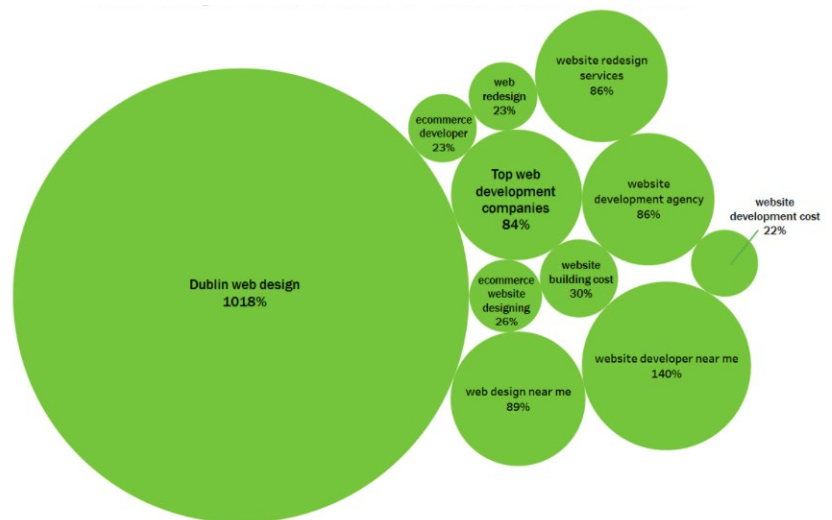


\*Based on a sample set of 653 searches from Conductor US Desktop data

Keyword trends show companies seek varied options for website redesign and development. An 89% increase in “near me” searches show an interest in local solutions. Trends around “dublin web design” are interesting. While it’s the brand name of a specific agency, it also could show that U.S. companies want to outsource their web design to Ireland.

Some companies also want to hire more in-house staff; interest in “hiring a web developer” increased by 23% since March 2020. Several of the top searches mention cost, likely driven by budget-minded executives who know that web redesign can be expensive. But despite the cost, successful website redesigns are proven to drive profit margins.

## Page Speed Search Increases Since March 2020



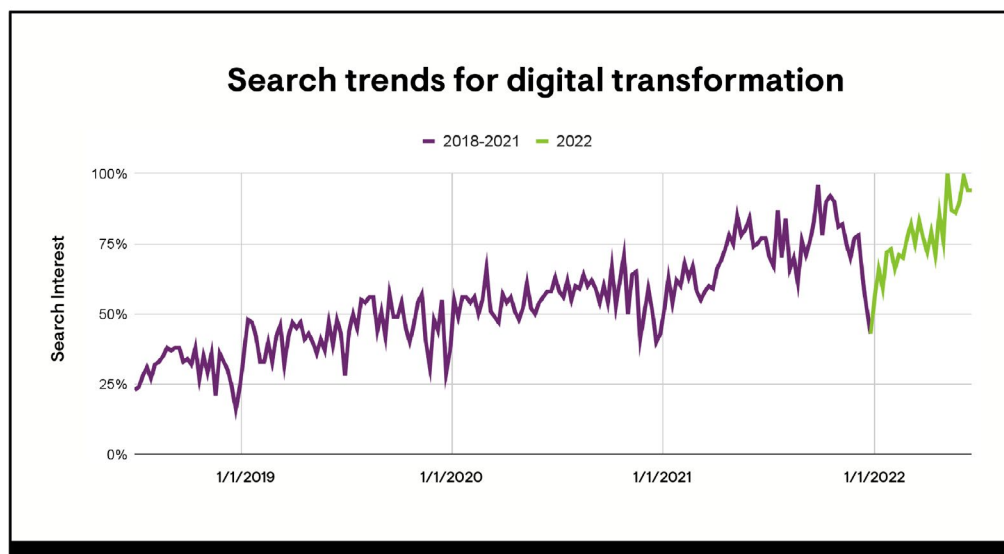
\*Based on a sample set of 653 searches from Conductor US Desktop data

Redesigning their website around customer personas led to a **\$3.7 million annual profit improvement** for Westinghouse.

# What are the primary digital transformation trends for 2022

## Is digital transformation still trending?

The answer is yes, and more than ever. We found that the topic of “digital transformation” has been back on an upward trend since the beginning of 2022. This past May and June showed new surges in search demand.

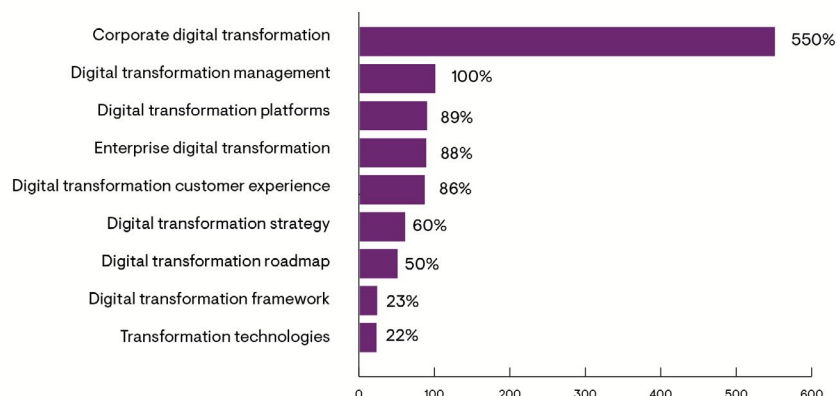


Conductor research based on Google Trends data

As we can see from the trends, this is a topic that's been being searched and discussed for over five years, but in recent years it's gained additional traction as more companies are starting to learn

what approaches are working. [According to Forbes](#), at least 70% of companies struggle to complete their digital transformation initiatives.

## Trending digital transformation searches since last year (YoY % change)



Google's own Courtney Rose learned that many businesses today still aren't ready for the digital world. This stems from the discovery that too many companies haven't yet established a collaborative team structure that can bridge the gap between a company's already established processes and digital teams.

Within our research for digital transformation search trends, we are seeing specific industries seeing an increase in demand more than others:

**Top industries being searched in relation to digital transformation since last year (YoY % change)**

procurement digital transformation	<b>367%</b>
IT digital transformation	<b>91%</b>
government digital transformation	<b>86%</b>
digital transformation in manufacturing	<b>85%</b>
digital transformation in financial services	<b>53%</b>
HR digital transformation	<b>52%</b>
retail digital transformation	<b>50%</b>

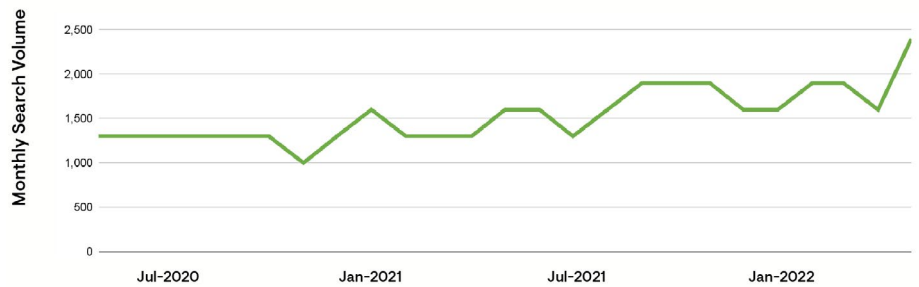
Industries, such as procurement and manufacturing, are reorganizing their strategies and processes to incorporate and adapt to emerging technologies.

# What are the key site migration needs for 2022

## Organizations are focusing on their website user experience

Website user experience was voted a top priority for marketing channel owners in [Conductor's State of Organic Marketing 2022](#) report. This continues to be validated as searches like "website redesign" and "website migration" are seeing a 50% growth in demand since last year.

### Search demand for "website redesign" is trending

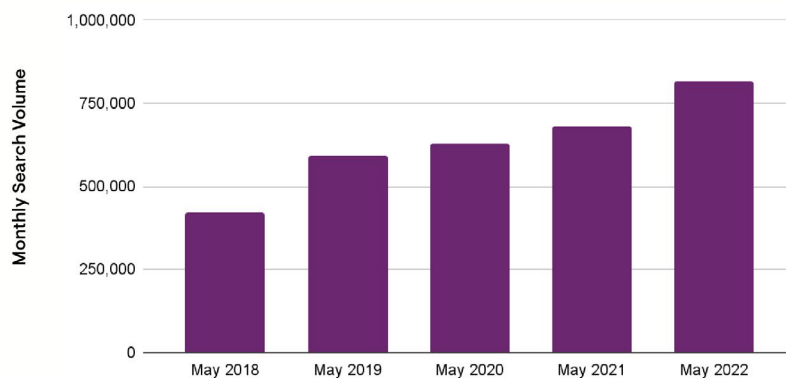


## Search demand for SEO has reached new heights

General SEO searches are seeing an average 20% increase since last year. As it's clear from the graph below, demand for SEO has been on an upward trend for years now and is here to stay. Demand for "SEO company" has doubled in less than a year, which can be due to organizations growing their digital marketing budgets.

In particular, the search "website migration seo service" has increased by 400% and when pulling data as far back as 2018 the search didn't even have search volume yet. Website migrations done with SEO in mind is more of a recent consideration, which most businesses have only realized is a worthy investment within the last five years.

### Demand for SEO related searches



## Conclusion

While the COVID-19 pandemic heightened the need for digital transformation, our data reveals soaring interest in digital marketing as early as January 2020. While that interest has ebbed and flowed over the past couple of years, new surges in digital marketing-related searches in January 2021 and in May 2022 show that topics such as website migration, SEO agency hiring, and website redesign remained top-of-mind at the start of corporate budgeting cycles this year.

For more information on website migrations and how to best approach such a huge undertaking, check out [Conductor's solution offering](#).



### About Us

Conductor is the world's leading organic marketing platform, helping businesses accelerate search traffic, digital growth and revenue. Conductor's technology helps marketers create powerful marketing content to drive quality traffic to their site and track their organic performance. Websites are more valuable than ever and getting found online is a #1 enterprise priority.