

# Site migration and redesign

---

How to have peace of mind  
while moving?

# Introduction

---

**This tool is aimed at marketers and business managers with a digital platform.**

Since 2007 UniverseM has provided strategic and operational advisory services in digital marketing. Due to a pragmatic approach and supported by our dedicated team of experts, we guide and support you day after day in the roll-out and execution of strategies related to SEO, advertising and analytics precision-aligned to the objectives pursued by your organisation. Each tactic is tailored to maximise the impact of your campaigns and to deliver the best possible results.

The objective of this white paper is to give a comprehensive overview of the various challenges and steps that make up any site redesign and migration project. We therefore want you to be as ready as possible for this crucial step in your digital strategy, aiming to make it a real lever for your business growth.



Author of this white paper

**Amandine DETHIER**

SEO & Content Marketing Consultant

---

Amandine joined UniverseM in 2016. She works on projects for accounts in different sectors, such as MediaMarkt, Lhoist, Renmans and Etilux. Amandine does not rest until she found the most suitable SEO or content strategy to meet the needs of the customer.

# Contents

---

- 1** Site redesign, is part and parcel of your digital strategy . . . . . 5
- 2** Why make the move? . . . . . 7
- 3** Moving your site, a mere formality? . . . . . 11
- 4** Moving your website in only 5 boxes . . . . . 13
  - 4.1** Welcome aboard:  
the first step not to forget. . . . . 15
  - 4.2** The development of the new site  
and testing phases. . . . . 21
  - 4.3** Pre-migration . . . . . 24
  - 4.4** The big day of the launch. . . . . 31
  - 4.5** Post-migration: finding your marks in the new space. . . . . 35
- 5** Good preparation as a key to success . . . . . 41



# 1. Site redesign, is part and parcel of your digital strategy

As your activities evolve, your digital strategy develops, and your web requirements become more complex. As a consequence, you, as a business, will at some point have to redesign your website. The term migration is used when you **change the configuration of a site or its technology**. This process triggers change in terms of structure, user experience and content, hosting or perhaps design. It therefore inevitably involves risks, not the least of which could be a substantial loss of positioning among the search engines and, consequently, a loss of traffic.

The redesign of a site involving migration is thus a demanding process, just as much as moving into a new home. It requires preparation for the long term if it is to go off under the best conditions, otherwise the process is no smooth sailing. In this white paper we discuss the various key steps of a website relocation project and the attention points to bear in mind for it to be a success and boost the conversions on your online platform.



## 2. Why make the move?

---

The objectives of such redesign may be many and of various origin. We give you a list of the most common reasons that may induce a business to undertake a redesign of its website:

- **Going from HTTP to HTTPS:** although this type of migration is less and less frequent at present, the vast majority of business sites having already cleared this particular hurdle, the implementation of HTTPS (Hypertext Transfer Protocol Secure) is a key criterion for the good referencing of a site and reliable user experience. If migration only concerns this implementation, the content and pages remaining identical, this is one of the least risky migrations.
- **Change of hosting:** if you are unhappy with the performance of your server, you may also decide to look around for an alternative one. You will then have to move your website to the new host. This type of migration involves only little risk as well, because the URLs normally do not need to be changed.
- **Change of CMS platform or Framework:** the web is constantly evolving to cater to the different changes in users' behaviour and needs. Eager to adapt, Google regularly updates its algorithm and the criteria influencing the positioning of a site in the SERPs. For that reason it is best to update your site on a regular basis so that it continues to align with these new paradigms. After a certain time (generally five years maximum) some difficulties may be encountered during a site update. And that is often (the reason) why businesses rework their websites.

- **Change of domain name:** you are currently rethinking your brand image or changing your name? This kind of change is no easy undertaking. It will of course impact all areas of activity of your company, well beyond your website. Any such migration must be very carefully thought through in advance, since bad management will mean things going horribly wrong.
- **Improving design, structure or content:** after various analyses you may note a downturn in conversions, a high bounce rate or a disappointing rating on your key themes in SEO. Or perhaps you just see your graphic chart that no longer reflects your current image? Now is the time to re-design your web display window. It's also a case regularly encountered in the wake of an SEO audit. Again, the preparation must be painstakingly detailed since the changes will have a knock-on effect and poor management of the move may have a negative impact on the progress of your activities.
- **Improving the URLs:** if some of your URLs are not properly optimised you may decide to have them corrected. Although the content and the page setting as such remain unchanged you must still ensure careful revision of the old addresses to the new ones in order to avoid screen display of 404 errors.
- **Acquisition / merger:** during its life an enterprise may acquire new business units or lines and may merge with one or more other enterprises. In that case a brand may have to make room for another or a new brand may be brought into being. Besides an adapted communication plan mobilising different marketing channels, an all-inclusive relocation will be necessary to avoid losing the historical acquired wealth of data just lying there on the old platforms ready and waiting for redesign.

Of course, the list is not exhaustive, but it does cover the most frequently encountered scenarios. The table below shows an assessment of the risk level according to the type of redesign:

Type of change	Risk level
Platform	Moderate
HTTPS	Low
Server	Low
Design	High
Content	Moderate
URL	High
Domain	Critical
Acquisition/Merger	Variable



### 3. Moving your site, a mere formality?

---

Many marketing managers and developers do not even measure the impact of migration on a site redesign project. Some think that the work comes down to the creation of a mapping file for integration in the htaccess\* file of the new site and, there you go! Job done! It is quite often this very lack of comprehension and communication between developer, marketing manager and referencing agency that lays the foundation of a bungled migration, one that may well handicap the general referencing of the future site and most likely stunt its growth.

The redesign of a website is an exciting project. A new optimised platform can become a **powerful tool to reach ambitious objectives**. Whatever the goals you wish to pursue, it is a project that calls for **ultra-careful planning** and **efficient coordination** if it is to succeed. Too often certain steps are missed out, the actors involved get caught up in the timing of the planning and tend to overlook certain key elements, elements that are vital for the favourable rating of your website.

When you launch a new site, you change the pages that are currently referenced in the search results. This, naturally, creates ripple effects. The risk of SEO demotion and, ergo, loss of traffic is thus always present, regardless of variable intensity degrees according to that particular migration context.

\* The .htaccess site files are used to change the configuration of the server at directory level. So, a file containing one or more configuration instructions is placed in a special documents directory; its instructions will apply to that directory and to any sub-directories. This is the level of insertion of the redirection rules governing a site migration.

## Moving your site, a mere formality?

The graph below presents a case of poorly managed migration and the knock-on effect of this lack of preparation for the organic traffic of the site:



Source : [Search Engine Journal](https://www.searchenginejournal.com/managing-successful-seo-migrations/336087/), November 2019 : <https://www.searchenginejournal.com/managing-successful-seo-migrations/336087/>

We see a net downturn in the post-migration traffic. In this case SEO know-how arrived too late to save the day. All the strategic decisions had already been made.

Strict planning is crucial to avoid any such loss of traffic and to grow the prospects of success of your project. You can, however, limit all the risks by readying as far as possible for each step, by correctly assessing the upstream impact on each and every one of your business units, lines and departments and by clearly staking out the role of each player. The more migration is conducted according to the rules of best practice and plain common sense, the less the risk of relegation in SEO ratings will be.

At UniverseM we distinguish between **five key steps in a migration project**. We explain them in detail in the points that follow.

## 4. Moving your website in only 5 boxes

---

We have mapped out five key steps in order for the redesign of your website and its move to a new living space to be seen through to a successful conclusion. These may be compared with the various phases of a migration project:



### 1. Onboarding

---

Onboarding has a lot in common with the search and visit phase of your new accommodation during the move.



### 2. Development and **test** phase

---

This phase may involve renovation and painting works on your new living space.



### 3. Pre-migration

---

This is where you sort and sift through all your bits and pieces to put them into boxes before setting down your luggage in front of your new home.



### 4. The **launch** of the new site

---

This step is crystal clear. It means the simple fact of unpacking your boxes and the hands-on process of making the physical move.

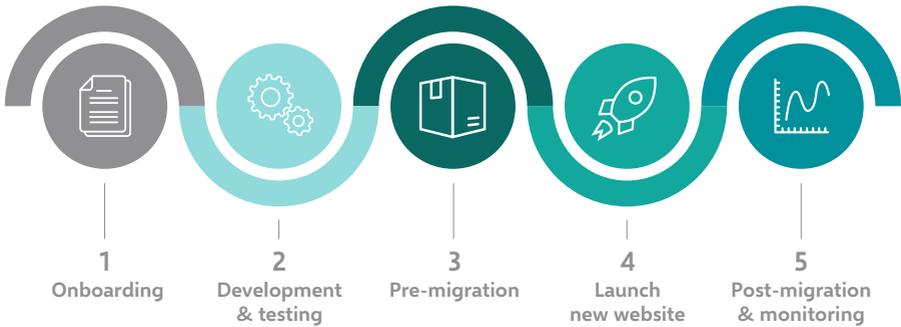


### 5. Post-migration and **monitoring**

---

Once you are arrived at your new address, you can set about sorting out the contents of your boxes and putting everything exactly where it should be.

At Universem we map out this process as follows:



We now explain each phase in detail and describe the challenges involved.

## 4.1 Welcome aboard: the first step not to forget

You may think that this first step is a waste of time, yet this preparation phase is vital for assuring the success of your redesign project. At this stage we define the fundamentals, this guarantees a productive collaboration between the different parties involved in the project.

## Welcome aboard: the first step not to forget

We start by **bringing together the different interested parties** and **defining clearly and precisely the role and involvement of each**. In general, the team is divided in three roles:

The **client** who wishes to revise his website to better meet the needs of his audience and the evolution of the market in which he is active;

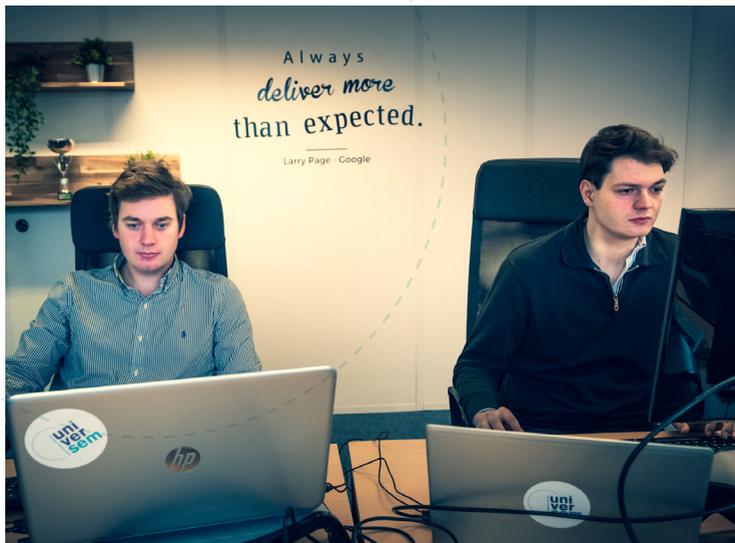
the **SEO agency** that will attend to the correct optimisation of the new site and the continuity of the URLs to guarantee the best possible visibility in search results and attainment of the client's objectives;

the **development agency** that will take charge of the whole development part of the new site taking account of the different SEO and UX recommendations. The developer will also see to the integration of redirections in the htaccess file.



This configuration is the most often encountered but it is obvious that the team will vary according to each project and will be adapted to the environment of the company initiating the project.

Once each party is aware of its level of involvement in the project, discussion will turn to the **impact of the redesign** on the client's other marketing aspects and on the other departments of the company. Depending on the scale of the project and the objectives to which the redesign of the site is intended to respond, the impact on the website may vary. If you decide as an e-commerce platform to launch a new range of products and use the opportunity to review your whole site, you will first have to make arrangements to adapt your production, storage and delivery systems as well.



After the scope of the project has been mapped out, we can now move on to more specific discussions. At this stage of onboarding the **more practical questions about the new site** such as the ones in this non-exhaustive overview will also be considered:

---

Which CMS will be used?

---

Which specific technologies will be applied?

---

Are there any technical or practical constraints?

---

Will the content be revised? Completely or partially?

---

Are there any vital elements to integrate in the new site structure?

---

How many URLs does the existing site have and how many URLs will the new one have?

---

What is impact of the SEO on the traffic and the conversions of the existing site?

---

Which levers will be activated to boost the visits after the migration in order to minimise its impact?...



## Setting the project in a realistic planning

---

Finally, after having carefully marked off all the limits of the project, the time has come to set the different stages in time. Each phase is planned according to a continuous logic and different due dates are fixed so that the new site may be launched on time.

You should note that, although there is no ideal timing for launching a new site and migration, it is preferable to **avoid a launch before a strategic period** for your activity or immediately before the weekend if certain corrections are necessary. It is recommended to choose a launch period when activities are relatively slower and when the site traffic tends to be the lowest. Many businesses choose to launch their new sites at key moments: just before an important trade fair, on the opening of a new sales outlet or, again, before a major marketing drive in the hope that the launch will help boost that particular period even more.

A site move, however, always includes a loss of traffic, which is slight and only temporary if all goes according to plan. The name of the game is to contain that loss and limit its duration. That is why it is best to choose a time of year when your activities are relatively slack and when a slight reduction of traffic would not have a big impact on the results of your year.

You should above all **remain realistic** about your final deadline, allowing for the complexity of the project. So, pinning your hopes on launching a new site in one month is simply utopian. It is in most cases preferable to slightly adjust the site launch to allow yourself enough time to be able to complete each step according to the rules of the art rather than having to deal with a headlong rush, botching the various tasks and forgetting the fundamentals.

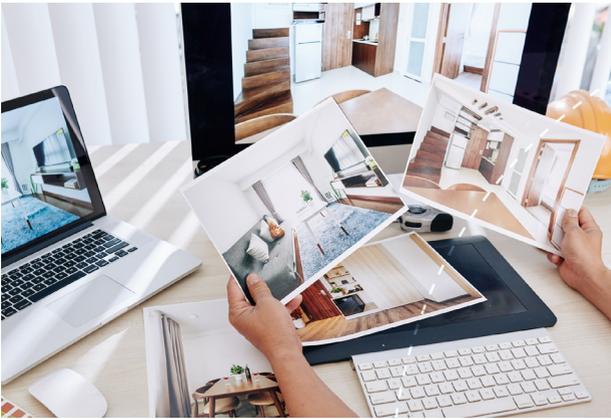


## Summary of the **onboarding** stage

- Establishing the impact of migration on the marketing team and also on the other departments of the company;
- choosing a move date for the new site, informing the interested parties accordingly;
- defining the limits: technical, content, functions or structure;
- clearly establishing the roles of each party and their involvement in each stage of the project so that each party knows exactly what to do when;
- laying down a clear, detailed and coherent planning, setting it in a timeframe and communicating it to the various interested parties.

## 4.2 The **development** of the new site and **testing** phases

Now that the frame is in place, the concretisation of the project can start. In a move you do not leave your old home until you have found a new place to go, or at least somewhere you can leave your luggage. So, this is the time to prepare the new home of your website.



Note that, upstream of the development stage, it is recommended that you and your referencing expert see to the creation of a **semantic analysis** that will allow you to identify the search terms that are most commonly used among users. This will be necessary to bring out the more interesting themes on your website whilst also guaranteeing that they tally with the users' requests. A semantic analysis will then be useful for creating an efficient hierarchy of your website pages and to define the main pages to revise or to develop on the new site.

## The development of the new site and testing phases

The developer then takes over and starts the biggest part of the work assigned to him: the opening of the new site, the fitting-out of the new online premises. He works with a **set of specifications** that will have been defined in cooperation with the client and that takes into account the **design and functional** aspects.

During the development of the site the SEO specialist will include different verification steps after the major phases of site development; these steps are defined upstream. It is a matter of launching a crawl of the site in test to pre-identify any blocking factors and to correct them. This development phase includes the **integration of the design**, the **technical implementations**, and the **integration of the content**.

Note that the development space must of course be denied to the user and to the robots while the site is not ready, and the redirections are not yet in place.





## Summary of the **testing** phase

- Creating a development space blocked to users and robots;
- integrating the design in the test platform;
- developing the pages and integrating the different functions requested by the client;
- implementing the content;
- regular audits of the site in development to pre-detect blocking SEO factors.

## 4.3 Pre-migration

Once the development of the new site reaches completion and, in particular, once all the new URLs are implemented **finally**, the SEO expert appears on the scene. During this pre-migration phase the **mapping file** will be created that will make the old URLs correspond with the new ones. The objective of this correspondence is to refer the old URL to the best-adapted new one, i.e., the URL that refers either to the same content or to the closest approximating content via a 301 redirection. This is a delicate and crucial step that must never be forgotten, and this to avoid an increase of code 404 errors and loss of traffic after the launch of the new site.



### The difference between redirection codes **301** and **302**

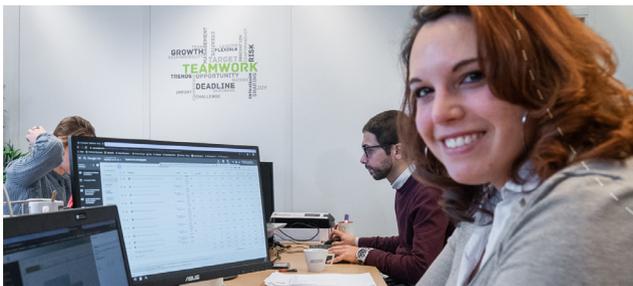
In the context of a migration distinction must be made between code 301 redirections and code 302 redirections, these have different objectives.

301 indicates the definitive side of the redirection whereas 302 is only temporary. Redirection 302 will therefore not transfer the history of the popularity of the old address to the new one. In a migration project preference should therefore be given to redirection 301.

## The importance of analytic data

---

This data is important, firstly, for correct measurement of the trends and development of traffic after the migration. Secondly, an analysis of your data allows to pinpoint the pages that bring most traffic to your website. **Strategic and priority URLs will then have to be redirected.** These are the URLs that you must treat very carefully. The analytics tools also allow you to discover the rest, all the pages receiving so few visits during the period under review that it is best to cut your losses; have them forgotten by Google by sending to a code 410 in favour of new, optimised site pages.



## Not all URLs must be redirected

---

In being careful to do the right thing we often tend to think that we must re-direct all the old URLs of a site. However, as mentioned above, it is sometimes better to **have Google forget certain pages** to the benefit of new, correctly optimised site pages offering better-quality content. Too many redirections to any given generic page (for example, the homepage) may also prove counterproductive. In fact, the search engine robots see no added value here, and the history of the old page cannot be transmitted with acceptable quality which, in the end, is the whole point and purpose of redirection.

### Use the time to start again on a clean sheet

---

A site migration is also an ideal occasion to carry out a **complete clean-up** of your URLs. In fact, over time, and with the optimisations of your old platform, it is very probable that certain URLs will have been generated automatically but are useless for SEO purposes. Others may have been deleted and not redirected. Others again may have been redirected in cascade and may have generated redirection chains. These URLs must also be included in the equation.

### Excel is your friend

---

For certain small sites sporting only a few hundred pages, it is possible to create a mapping file manually with URL-URL correspondence, but the best way is still to **automate the whole process to the maximum**. The most frequent and efficient solution is to use a REGEX formula with Excel that allows the detection of similarities between old and new URLs and, thus, make them match.

For various technical reasons, some URLs may include parameters that complicate correspondence via a REGEX formula. But you can still run the matching, for example, by making the titles of old and new pages or the product references in an e-commerce correspond with each other.



## Creating the mapping file once the new URLs are finally set

---

It is essential to create the mapping file once the URLs are **finally set on the site in test and will not evolve further**. In fact, if you create a mapping file and the URLs are changed later, there is a higher risk of 404 errors after the application of the mapping file.

## Testing the mapping file before D-Day

---

A good practice that is not always systematic but that really ought to be automatic, is testing the mapping file before its placing in application and the launch of the new site. This testing, run by the developer, allows **advance detection of certain problematic redirections**, and helps to avoid code 404 errors at this early stage.



## Saving key data on the old site

---

One of the main goals of your new site is to improve your performance to continue to grow your digital activities. To check whether these results are conclusive you will require a **point of comparison**. So, remember to collect this information so as to mark it off against the performance of your new platform once it is online so you can track the evolution of your KPIs.

Also remember to keep a **record of your top rating** in the search engines to be sure that you do not become the victim of post-migration loss of visibility on strategic topics.





## Keeping a back-up of your old platform

---

Keeping a back-up of the old website allows you to backtrack if certain changes may have had a harmful impact on the rating of some of your once well-positioned pages. This can also be useful for collecting interesting content that may have been developed at some time in the past but was not implemented on the new site and may yet be useful at some point in the future. This back-up could also be useful, for example, for running certain tests before setting the pages up in your new space.

That said, always make sure that your **old site cannot be accessed by users or robots**. To do that you can, for example, protect the old environment with a password, which is the safest way.



## Summary of the **pre-migration** stage

- Exporting all the new site URLs and sending them to the SEO expert;
- prioritising the URLs to be redirected (redirection 301) and those for deletion (410);
- creating the mapping file and keeping it on the development space;
- saving the analytics and positioning data;
- keeping a back-up of the old platform;
- updating the internal links.

## 4.4 The big day of the **launch**

So, the big day has come: your new site, fresh from the oven, has just gone online! You must surely be impatient to see your project shown to the world after all those days of sweating towards its final realisation. This is when the forces of the parties involved in the project are pooled together so that the move can go off under the best possible conditions.

Just before the launch the SEO expert will usually initiate a **final audit of the test site** to make sure that there are no factors blocking or limiting the favourable indexation of the future site may be present. The developer ensures that the mapping file works correctly in testing and checks for the presence of any bugs. The client then runs a last check and validates the whole site.

Once these last-minute checks have been conducted the moving van can at last get going! This is the beating heart that you discover, the fruit of this intense joint operation: it is now all online, it is the way you thought it would be. Perhaps even better. And still the job is not yet done! In fact, it is now time to **run another complete audit** of the whole of your new display window in order to **make sure that the surfing, the functions and the redirections are all in place.**



## The big day of the launch

The developer will **react as rapidly as possible** to any feedback from the client and from the SEO expert in order to swiftly correct these slight errors. Ideally, the expert will also run a complete check of the different site pages to also verify the correct functioning of the platform.

The SEO specialist and the developer will finally join forces to work on the final implementations requiring the site to be online in order for them to be in place. Some non-exhaustive examples:

---

Configuration of the Google Search Console

---

Relaunch of your SEA campaigns and change of destination URLs

---

Update of sitemaps

---

Removal of rules that might block access of the development space to users and robots...

## Choosing the right time to go online

---

Next to the time of year that seems best for you to launch your site, it is also important to think about the **day of the week and time of your planned launch**. We recommend to do the site migration earlier in the week, to allow swifter remedial action in case of bugs. A new site is also less stable in technical terms. Errors might thus arise in the days directly following the launch, even if everything seems fine on the day itself. If a migration takes place on



a Friday and a problem happens over the weekend, not all the necessary resources might be to hand to remedy the situation.

Finally, in the ideal world, the migration should be organised according to a timetable that is flexible with regards to the visiting rates of your site. If your company is active in the B2B sector and your visitors are generally more active between 08:00 and 17:00 hrs, your best way ahead would be to do your migration either before the start of the working day or once the day is done. This will allow you to deal with the last little bugs that might have been blocking before the start of your visitors' activities. If that is the way you wish to proceed, at least make sure that all the other interested parties are available for corrections at that particular time of day.

## Changing URLs on other media

---

Your site URL is normally stated on various kinds of media, both online and offline. On the web you will thus be able to adapt your social network and Google My Business accounts links, and those for your digital campaigns. Regarding social networks it may also be necessary to change the internal links that you share on your page. You should in any case prevent them from resulting in any code 404 errors.



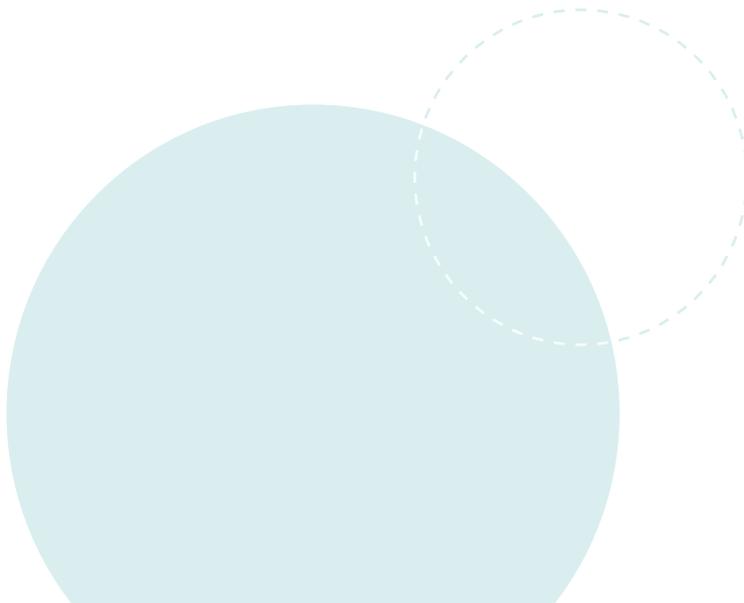
## Summary of the **launch** stage

- Running a complete audit of the finalised site on the development space;
- making final corrections;
- freeze-in of all on-site action;
- implementation of the mapping file in htaccess and placing the new site online;
- checking the correct implementation of redirections;
- running a complete audit of the new online site;
- making any necessary corrections.

## 4.5 Post-migration: finding your marks in the new space

Your new site is now online, the last errors have been corrected, your tracking is up and running, all the internal and external links have been adapted. At last you can sit down and relax. But not really, as it happens... To ensure the stability of the redirections and the platform you still have to run **regular audits and swiftly remedy any 404 errors** that may occur. Besides the redirections that require frequent verification, the various audits will also help to **detect any problems in connection with the crawl and indexation of pages** of the new site.

Be careful to also **monitor the trends and development of organic traffic** as well as some key indicators, such as the evolution of the visit duration, the bounce rate, the number of pages read... If you notice any dip in these indicators certain actions may be taken to escape the trend.



Remember that traffic will always slow down, even slightly, after a migration. That is not something to worry about. It is no more nor less than a trend that shows up in all projects. This downturn soon regains an upward gradient on the condition that the post-migration phase is effectively managed and appropriate action is taken within the required time. It is best to **set aside sufficient time** both client-side and developer-side in **order to manage this final phase**.

In general the drop in traffic should pick up again after maximum one month. If this is not the case the causes may lie in other elements demanding examination and there will potentially remain some critical errors that must be managed.

## Use the tracking tools

---

**Google Search Console** and **Bing Webmaster Tool** are precious tools for detecting possible indexing errors or an increase of code 404 errors. A daily check is necessary in the first days following the launch to react quickly if necessary.



## Do not forget the internal links

---

This is routine work but nonetheless important. You might question the point of this operation since the internal links will be redirected by the code 301 redirections included in the mapping file. However, if you neglect this update there is a risk of **diminishing the internal page rank**, which is an important criterion for the correct referencing of your pages.

## Contact the host sites of your backlinks

---

Quality backlinks improve your natural referencing. If these external links pass through a redirection, the **transfer of popularity** between the host site of your link and your site is **dissolved**. Contacting each website that mentions your domain would be a herculean task. Prioritise the more important backlinks and ask the site to adapt the link.



## Analyse the movement of performance and site positioning

---

Regularly follow the performance of your main key indicators. Different tools can help, such as the classic Google Analytics, but there are also other, more specific tools such as the crawl tools, Google Page Speed Insight, position monitoring tools and backlink monitoring tools...

They will help you to identify possible faults on your new site and to quickly take measures to make the necessary modifications for growth maximisation.





## Summary of the **post-migration** stage

- Regularly check the warnings in the Google Search Console or Bing Webmaster Tool;
- follow the movement of your key performance indicators by comparing them with the performance of the previous site;
- take the necessary measures quickly to avoid loss of traffic and to correct the errors on their detection;
- run regular audits of the site during the month following the launch;
- update the backlinks.



## 5. Good preparation as a key to success

---

As you will have already gathered there exists no magic formula you can apply to the letter to guarantee the success of a migration project. However, we will identify three main axes that generate success for the redesign of a site:

1. Anticipation
2. Communication
3. Adaptation



### 1. Anticipation

---

Planning is your best ally. By assessing in advance, the impact of different actions and communicating the planning deadlines to the various actors, you reduce the risk of unpleasant surprises or errors due to last-minute operations. By preparing to the maximum and by assessing the risks in advance, you will be better prepared to react in case of problems during the progress of the project.



## 2. Communication

This may seem obvious and yet it is an element that is often overlooked. The different actors tend to communicate only with the persons concerned by the stage that is currently in progress. However, all the actors must have access to important information at all times since it may impact on a later stage of the project. So, do not hesitate to share regularly about:

- The unsolved points encountered
- The modifications that had to be made compared with the initial project
- The different constraints
- The progress of the project...

Also be open to comments and trust the experts.



### 3. Adaptation

Finally, by staying agile and adaptable to change, you reduce the risk of errors and avoid a possible shift into reverse where the impact in time and budget could prove to be critical. Too often we have seen redesign projects that generate unsatisfactory results because of blocking elements that had already been mentioned in the development phase. In this case a reverse may be necessary, with a degree of risk multiplied by ten as regards the level of impact of this reverse.



Are you looking for a partner to support you in the redesign of your website?  
Discover **our services** on our site or **contact our experts** for more information.

You can also contact us by e-mail or by phone.



[contact@universem.com](mailto:contact@universem.com)



## Gembloux

---

Parc Créalys  
Rue Camille Hubert, 13  
5032 Gembloux  
+32 (0)81 713 430

## Brussels

---

Herrmann-Debrouxlaan, 40  
1160 Oudergem  
+32 (0)2 318 23 90

## Paris

---

Rue du Helder, 5  
75009 Paris  
+33 (0)1 86 95 89 29

