

# TRANSITION FROM A STATIC LEGACY SITE TO WORDPRESS CMS

*Client is a leading technology IT Company and one of the emerging IT players in the market. Client was catering to the needs of the companies operating in the overseas market. Digital platform was the main marketing tool available for the client. Client had great expansion plans where website was supposed to play a critical role as that was the first touch point.*

## Situation Analysis

Client was managing a static website with 2000+ pages. Their marketing team was investing lot of time, cost and resources in managing the exceeding page count. The content editing and publishing was not managed by marketing team as it required technical knowledge of HTML and CSS. This created dependency on development team resulting in longer publishing cycles. Different layouts for different pages were creating additional burden on overall publishing process.

Moreover, the static nature of the website was restricting from having an active blog which was highly required by the client to connect with the rest of the world. Also, other dynamic elements such as breadcrumbs, related pages and comments were unavailable in static website.

## Solution Architecture

For the successful implementation of the project, e-Zest divided it in four stages – (i) requirement gathering and CMS selection, (ii) plug-in selection and custom coding, (iii) theme development and template creation, (iv) existing content migration.

A detailed training was imparted to the client's marketing team on using WordPress effectively. Client's marketing team manager was involved closely in every phase of the project.

After recognizing the issues related to current website management, e-Zest evaluated Joomla, Drupal and WordPress CMSes. All of them being open source and based on LAMP technology stack, were preferred by client.

Apart from the dynamic publishing of the content, client was also looking for roles and permissions for enhanced security. Dynamic project portfolio, RSS and subscribe form for the blog were some of the other features the client expected from the CMS. While addressing set of these features e-Zest team was instructed to choose the best solution with respect to search engine optimization (SEO). Since client was banking on organic search results for more users SEO-friendly CMS was a crucial element in the complete exercise.

After thorough analysis of client requirements, e-Zest proposed WordPress CMS. WordPress was chosen over Drupal and Joomla because of its shorter learning curve, and abundant plug-ins availability. We identified the list of plug-ins considering the requirements. While selecting plug-ins, performance and popularity factors were considered. Where plug-ins were not available or were not behaving in the expected way, custom development was used to suit the requirement.

e-Zest created responsive layout with rich graphics to represent client's strong position in the market. Various layouts were created depending upon the content need.

## *Business Benefits*

- Publishing of pages and posts are easy and independent of technology team
- Uploading the media (pictures, audio and video) files is easy
- System is SEO friendly as page names, tags, descriptions, and keywords are placed well for user to register
- Multiple user access with control permissions

WordPress CMS offered following business benefits:

- Flexibility – WordPress' flexible structure provided the flexibility to include articles, comments, editorials, reviews, tips, drawings, giveaways, news and so on. The user can categorize all the posts and maintain things in a more organized form saving substantial time and cost
- Cost-effective – With the aid of WordPress tools, the regular website management was cost free. The freedom to add freely available website extensions, plug-ins, and themes adding up to its cost advantages
- E-Marketing solutions – Due to its high flexibility, the users could promote as many content pages and images on regular basis. The web architecture being SEO friendly gave optimum audience with their consumers which highly increased their productivity of the site
- Enhanced security – WordPress made the site robust through different attack prevention methods, which is not possible in a static websites. Hardening installation made the site extremely safe and secure
- Future compliance – In client's existing business environment, it was absolutely essential to make regular updates with an upgraded technology against on-going cyber challenges. WordPress gave them flexibly to build the site to meet the requirements of their business domain in a safe and secured way

## *Bottom Line*

WordPress enabled the client to build and maintain a website with ease. It gave immense flexibility and control with a simple to manage and affordable site. Being SEO friendly, it helped to earn higher ranking in popular search engines. Its interactive architecture helped the client in building a strong online community around their brand.

Without knowing much about web technology, the client could use it with much ease. With its user controlled access, the client could assign a particular task to their staff without worrying about security or breaking the website layout.

