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Case Study

How A Successful Drupal 9 Upgrade Optimized The Website For Greater Performance and Conversions!

Upgrading to Drupal 9 is easy and doesn't take long. This case study provides everything you need to know as a website owner.

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About The Client:

NTCC - Northeast Texas Community College is a public college serving the communities of northeast Texas. Founded in 1967, NTCC offers a wide range of academic programs to students through its four campuses and online learning options.

NTCC has recently undergone an exciting Drupal 9 upgrade as part of its overall digital strategy. With the help of an experienced web development company, they were able to completely revamp their website, optimizing it for better performance and conversions.

Today, NTCC's website is faster than ever before, with improved user experience and higher conversion rates. If you're interested in upgrading your own website to Drupal 9, this case study will provide all the information you need. Read on to learn more!

It all started when:

After seeing a decline in website performance and conversions, NTCC knew that they needed to make some changes. So they reached out to us - an experienced web development company for help.

Our developers immediately began strategizing on how to upgrade NTCC's website to Drupal 9 while optimizing it for greater performance and conversions. They also revamped the website from the ground up, focusing on simplicity and user experience.

The Challenges:

One of the biggest challenges we faced while upgrading to Drupal 9 was ensuring that the website would be fully compatible with all browsers and devices. This required us to take a very detail-oriented approach throughout the entire process, paying close attention to even the smallest details.

Thankfully, our team of experienced developers was more than up for the task. With their deep understanding of the platform and its capabilities, they were able to successfully upgrade the website while optimizing it for better performance and conversions.

Our Approach:

We used a number of best practices and industry-proven techniques to upgrade NTCC's website to Drupal 9, including A/B testing, user research, and content optimization.

To begin with, we conducted thorough research on the current site and identified areas for improvement. This helped us come up with an effective strategy for upgrading the website to Drupal 9 and optimizing it for better performance and conversions. Next, we implemented a number of A/B tests to determine the most effective layout, content, and CTAs. Throughout this process, we continued to monitor user activity on our client's website to ensure that all changes were impacting their site positively.

Drupal 8.3 to Drupal 9.3 migration steps:

Here is how we moved ntcc.edu to the latest Drupal 9.3:

1. We first backed up all the existing data on NTCC's website, including content, site configurations, and custom modules and themes.

2. Next, we began the actual migration process by importing all of the site data into Drupal 9 using an automated plugin that streamlined the migration process.

3. Once the data had been successfully imported, we began testing and optimizing the site for better performance and conversions. This involved updating content, implementing new features, and revamping the site design based on user feedback.

4. Throughout this process, we partnered closely with NTCC's team to keep them updated on our progress and ensure that their needs were being met at all times.

5. Once our work was completed, we put the website through rigorous testing to ensure that it was fully functional and bug-free. This process included integrating the site with various third-party tools, such as eCommerce platforms and marketing automation tools, to further enhance its functionality and usability.

Overall, we are extremely proud of the work we have done to upgrade NTCC's website to Drupal 9. The end result is a site that is faster, more user-friendly, and more effective at converting visitors into customers.

Behind-the-scenes work that made the migration seamless:

01 The code from the Pantheon dev setup was cloned into the local Drupal 8 environment setup.

02 With the support of the Upgrade rector & Upgrade Status Module, built the contribs and custom modules.

03 Creating patches through the Upgrade rector Module was incorporated.

04 In order to clone the development setup for the pantheon server, our experts set up an upstream.

05 Created a new local environment using instances.

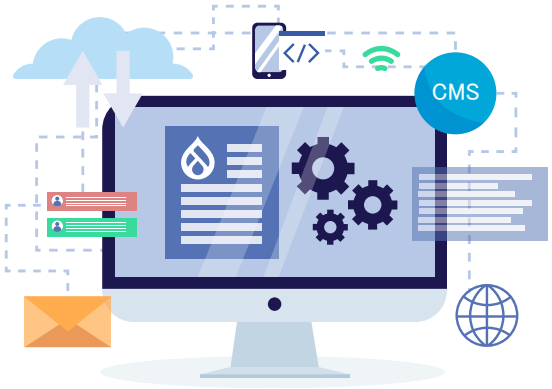
06 Copied the existing custom & theme files in a new instance.

07 Upgraded the contrib modules to meet the Drupal 9 requirements.

08 Ensured that all code is transferred to the new instance.

09 Create a new Drupal 9 Composer upstream environment site on the Patheon server.

10 Updated the database warning entity fields and unsupported modules versions.



Top features of Drupal 9 that started benefiting NTCC:

01 Drupal 9 is faster and more efficient than previous versions of Drupal, which means that NTCC's website will load faster and perform better overall.

02 With the addition of new features such as drag-and-drop functionality, support for machine learning, and enhanced content management capabilities, Drupal 9 makes it easier than ever for NTCC's team to manage and update their website.

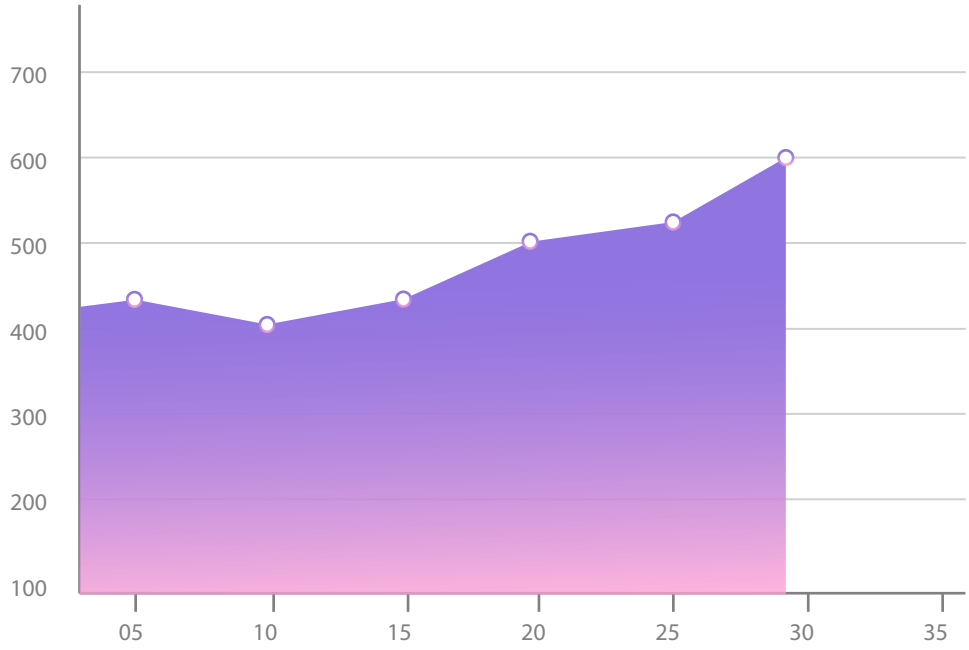
03 Drupal 9 is also more secure than previous versions of Drupal, offering features such as built-in vulnerability detection, automated backups, and password enforcement policies to help keep NTCC's website safe from attack.

04 Finally, the improved performance and usability of Drupal 9 means that NTCC can expect to see increased traffic, engagement, and conversions on their website. This will ultimately help them achieve their business goals and grow their online presence.

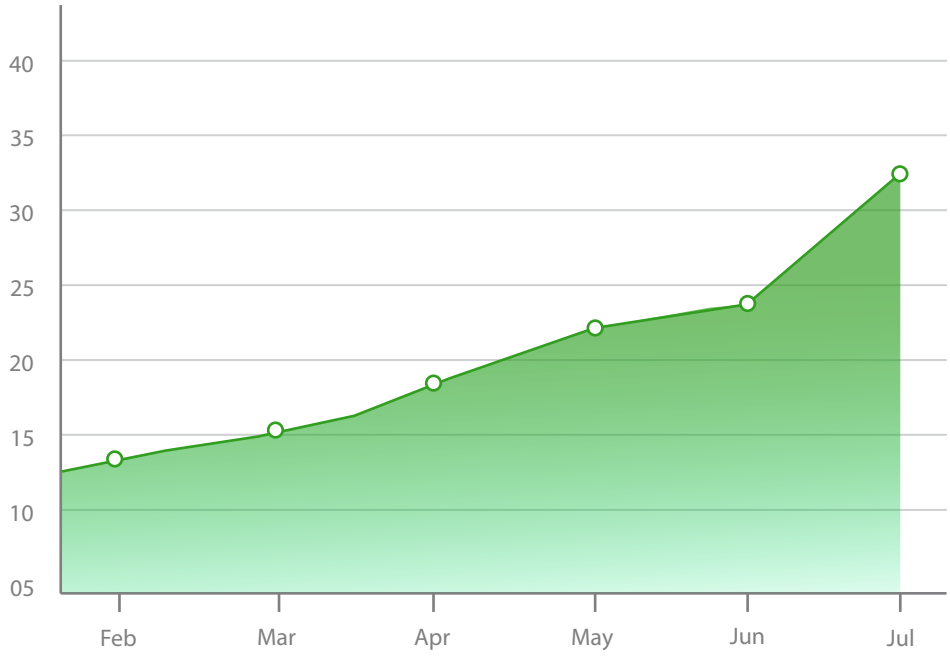
Results:

As a result of the migration, NTCC enhanced registrations, boosted its admissions, and improved traffic.

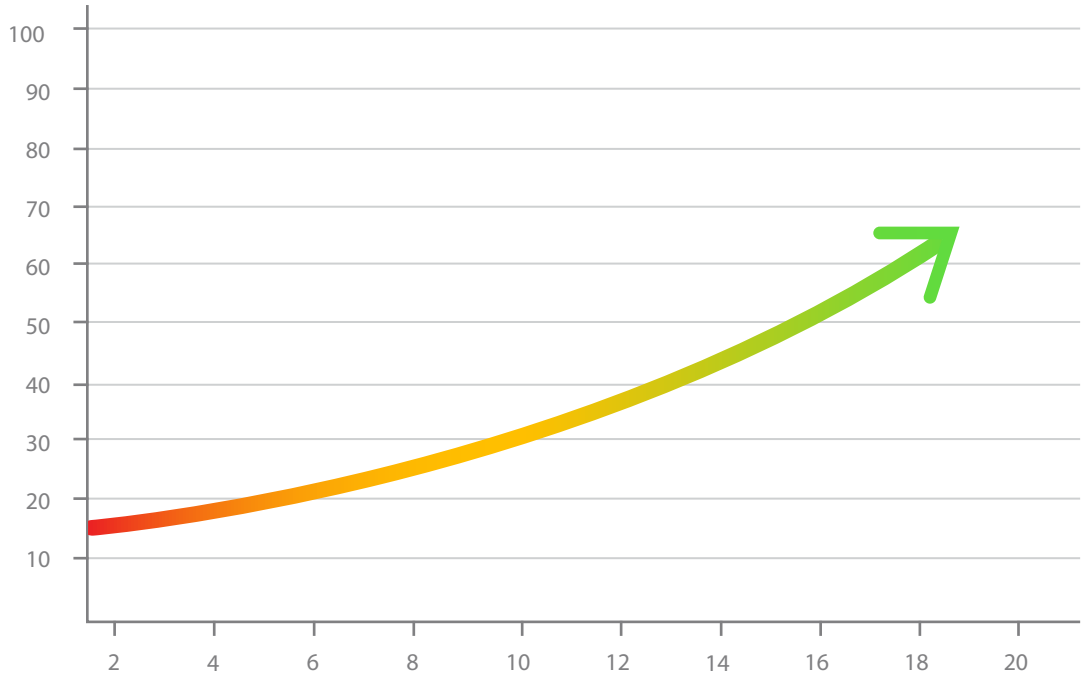
28% New Admissions



32% Improved Traffic



19% Decrease In Page Load Time



NTCC is now considered one of the leading universities in the domain, thanks in large part to its successful migration to Drupal 9. With more students and visitors than ever flocking to the site, NTCC is well positioned for continued growth and success in the years ahead. Their site is secure and will receive security updates in the years to come with all set for easy migration to later versions whenever it is required.

With the success of the upgrade, NTCC is now seen as a leader in online higher education and its students enjoy a seamless user experience. In addition to all this, NTCC has saved thousands of dollars in development costs due to their migration to Drupal 9. Overall, NTCC's decision to migrate to Drupal 9 was a huge success that has positioned.

Other Useful Resources

Case Studies	Whitepaper	Fact Sheet	eBook
Blog	Webinar	Infographics	

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