DRUPAL partners
A DIVISION OF INNOPPL

# How we improved the website traffic and revenue for liftgates company through a Drupal 9 upgrade!

Seamless Drupal 8 to Drupal 9 Upgrade.
30% Traffic Increase | 42% Revenue Increase | 4 to 6 Week Shortened Timeline

## Drupal Partners Case Study

**Atlanta**
7000 Central Parkway,
Suite 220, Atlanta, GA 30328
P: (470) 604-9885

www.drupalpartners.com

yourfriends@drupalpartners.com

# About The Client

Backed by more than 50 years of experience (since 1957), Maxon Liftgates has provided powerful yet reliable equipment to meet any job requirement. Their robust liftgate systems are designed to last through the toughest of conditions, so the clients can get back on the road quickly and safely every time.
Maxon Liftgates is a family-run business that offers lifts for commercial and industrial applications. Therefore, they have the advantage of a strong understanding of their customers, the industry, and its needs.

# How it started

November 2021 marked the end of Drupal 8. Maxon Liftgates wanted to upgrade its website from Drupal 8.9 to Drupal 9.5 (the latest version) in order to remain competitive in the market. The website had not been upgraded for quite some time, and it was beginning to reflect the outdatedness of the platform on which it was built.

To move forward with this upgrade, maxonlift.com reached out to DrupalPartners - their go-to digital agency. We had already upgraded them from the outdated Drupal 7 system and have been maintaining the website for a considerable amount of time now. When they asked us to help migrate them up to Drupal 9.5, we were thrilled, as no challenge is too daunting for us!

# The Challenge

Maxonlift sought to transition from Drupal 8's earlier version to the cutting-edge 9.5 release. With many contributed modules and custom code needing updates, plus several years' worth of content requiring migration, there were considerable tasks ahead. In addition, other significant challenges included:

1. Serve compatibility

2. Security updates

3. Core views overwrite

4. Config sync

5. Customized patches on the custom module which is not covered on the rector module

# What we discovered

With 13+ years of experience under our belt, our team of certified Drupal specialists takes pride in our specialized skills and proficiency with website migration, development, and support for all Drupal sites.

After our comprehensive review of the maxonlift.com website, we gathered the following essential information:

1. Although the website appeared to be running smoothly from every angle, it was actually fueled by the Drupal 8.9 version under the hood.

2. To ensure the highest level of performance and security, a complete upgrade was necessary for the site's core module.

3. The potential for dependency issues after upgrading was undeniable.

# Our Approach

For this project, we used a two-fold strategy. Initially, we updated all of the existing contributed modules and customized code to ensure it was compliant with Drupal 9 standards. This process was relatively easy and only took several hours to finish successfully.

# Drupal 8.9 to Drupal 9.5 upgrade Steps

Here is how we migrated maxonlift.com to the most up-to-date version of Drupal 9.5 seamlessly and without disruption!

1. Existing Drupal 8.9 DB and file backup will be taken

2. Check for updates to all contributed modules, themes, and custom code

3. Apply updates as needed

4. Composer json, composer lock to be prepared for drupal 9 upgrade

5. Drupal 8.9 database schema update to Drupal 9.5

6. Upgrade contributed modules, themes, and custom code (if compatible)

7. Use the upgrade status and upgrade Rector modules to upgrade the core

8. Testing

9. Launch the new Drupal 9.5 site

# Seamless Upgrade Was Ensured Through These Key Solutions

1. The Upgrade process features progression from Drupal 8.9 to 9.0, then continuing onto Drupal 9.2 and finally upgrading it up to version 9.5; in addition, updating Compose 2 and Drush ^10.3.6 was part of this comprehensive update plan as well!

2. Installed the “Upgrade Status” module and verified Drupal 9 compatibility for the website where the Drupal 9 compatibility score was above 85%

3. Removed unused modules and updated the contributed modules

4. Updated the core module to the latest Drupal 9.5 version

5. Applied the right patches for dependency issues (Core Module)

6. Upgraded Contrib Module and Custom Module (Drupal 9 compatible) to the latest version and applied patches for dependencies

7. upgraded the Drupal 9.5 Database schema (runupdate.php)

8. Applied the patches for dependency use

9. Cache clear from admin and cloudflare

# Benefits of Upgrade To Drupal 9.5

Moving to Drupal 9.5 offers a variety of important advantages, some of which we will explore below:

**1. Security Updates:**
With Drupal 9.5 running on the freshest version of Symfony, maxonlift.com will be able to stay secure and protected from any potential threats with regular security updates!

**2. Improved Performance:**
Drupal 9.5 offers outstanding performance improvements that make the website more agile, leading to faster loading speeds and improved responsiveness.

**3. Improved User Experience:**
Drupal 9.5 boasts a series of user experience advances, making it simpler for visitors to explore the site and locate what they are seeking quickly and effortlessly.(Conversational UI and user-friendliness)

**4. Better Support:**
By upgrading to Drupal 9.5, the most current version of Drupal available, maxonlift.com will enjoy robust support from a passionate and knowledgeable Drupal community.

**5. Future-Proof:**
By leveraging the power of Symfony 5, Drupal 9.5 is designed to be future-proof and make upgrades a breeze when newer versions are released in the upcoming years.

**6. Bugs:**
After a thorough upgrade, the website was cleared of all glitches and irregularities that were previously unseen on the Drupal 8.9 version.

**7. Upgrade Modules:**
The recently released Drupal 9.5 has the potential to revolutionize your website's capabilities with its new modules, such as Media Library, Workspaces, and Layout Builder! Each module boasts significant improvements in content organization and layout customization, allowing you to create a more user-friendly experience for your viewers.

# Results:

As a result of the upgrade, maxonlift.com witnessed increased traffic and engagement on the website.

**30% Traffic Increase**

**42% Revenue Increase**

**4 to 6 Week Shortened Timeline**

Maxonlift is now driving 30% more traffic, with a 42% increase in revenue. Additionally, the entire upgrade process was completed in a much shorter timeline of 4 to 6 weeks—far quicker than expected. The Drupal 9.5 upgrade has proven to be successful thus far, with no major issues or disruptions!
Maxonlift is now able to take full advantage of the latest Drupal 9.5 features and updates—while also ensuring the website remains secure and future-proof! The upgrade has empowered maxonlift.com to maximize its potential for years to come.

Maxonlift is now well positioned as a leader in their industry, with an optimized website that fully leverages Drupal 9.5 capabilities in order to drive business growth and success.

# Other Useful Resources

| | | | |
|---|---|---|---|
| Case Studies | Whitepaper | Fact Sheet | eBook |
| Blog | Webinar | Infographics | |

## Want More Info?
## Contact Our Drupal Partners Team Today!

**Yourfriends@drupalpartners.com**

The information transmitted, including attachments, is intended only for the person(s) or entity to which it is addressed and may contain confidential and/or privileged material. Any review, re-transmission, dissmination or other use of, or taking of any action in reliance upon this information by persons or entities other than the intended recipient is prohibited. if you received this in error, please contact the sender and destroy any copies of this information.

©2023 DrupalPatners.com