DRUPAL partners
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The Secret Sauce Behind A High-Performance Drupal Site

Expert Tips To Skyrocket Your Drupal Performance
With Real-time Examples

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Introduction

Drupal has been the go-to content management system for thousands of businesses. What makes Drupal exceptional is the platform's robustness, scalability, and flexibility. From personal blogs to enterprise websites, Drupal serves as the foundation for countless websites. However, while Drupal offers immense power and endless customization options, whether these businesses are utilizing Drupal's potential to the fullest is the question of the hour.

It has been studied that among thousands of websites built on Drupal, hardly 5.5% of websites make complete use of the CMS for their business growth. In this comprehensive ebook, we have compiled steps and strategies that help turn your Drupal website into a high-performance powerhouse.

The Five Essential Components of A High-Performance Drupal Website

Here are five key aspects of a Drupal website that are integral to driving high performance:

- The website acts as a traffic magnet
- The website is technically sound and undefeatable
- The website houses a wealth of informative resources
- The website is super easy to access
- Conversion is a side benefit for the value your website provides

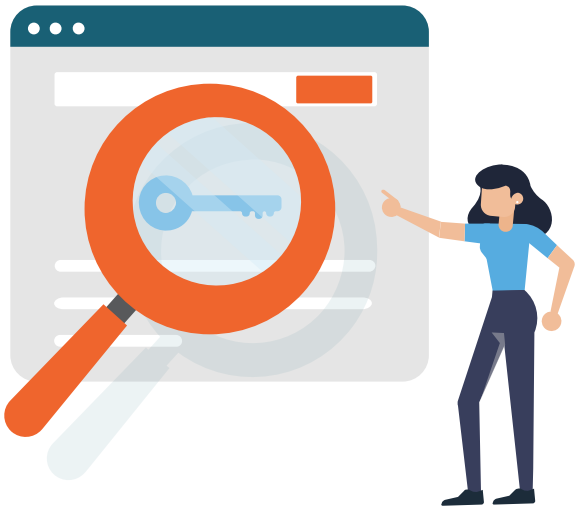
#1 The website acts as a traffic magnet.

A high-performance Drupal website attracts a steady stream of visitors. An SEO-proof website shows up on the top of search engine results making it easy for relevant browsers to find them. When the website is backed by keyword-rich content that is also rich in context, meaning, and relevance, traffic keeps pouring in.

SEO is the first touchpoint in the success of a website's performance. Optimizing your website to attract the right kind of and more number of visitors is the first step towards success in the digital space.

Here's how to achieve it:

- Develop a clear understanding of your target audiences. This helps you gain insights into the natural language your audiences use to search for your services and optimize your website with those keywords.
- Instead of concentrating all keywords at once, employ a phased approach where you target high-potential low-competition keywords in the first place. Focus on other keywords subsequently after achieving sustainable growth with your priority keywords.
- Conduct periodic SEO audits to assess where your website stands and discover how to fill the gaps. There are many open-source free audit tools that give a detailed SEO analysis for your website.



Stay in the know of the SEO benefits of Drupal

- Drupal's SEO advantages include clean URL structure, mobile responsive design, customizable redirects, XML sitemap generation, search engine-friendly markup, meta tags and page titles, alt tags for images, and integrated analytics. When used efficiently, the Drupal CMS helps you achieve an assured increase in your SEO metrics. There are hundreds of brands that have achieved SEO excellence through Drupal migration. Here's an example:

MAXON®

Maxon Lift, a leading liftgates seller leveraged Drupal 9's built-in SEO features and witnessed a massive 30% increase in SEO traffic and a 42% increase in revenue.

#2 The website is technically sound and undefeatable

Another indispensable attribute of a high-performance website is its technical strength. There are numerous factors like page speed, smoothness of the transitions, interactivity, visual stability, rendering time, etc. that make a website powerful (or powerless). With Drupal, performance comes baked in.

Drupal's performance-boosting features help keep the site up and running 24/7. Compared to other CMS platforms, Drupal renders unmatchably higher uptimes and assures uninterrupted business operations on the website.

Here's more on how to keep your Drupal site technically strong:

- Run periodic speed checks and use best-in-class speed optimization practices. Implement caching mechanisms, leverage CDNs, optimize images and media, and minify CSS and JavaScript files to drive maximized performance.
- Stay up-to-date with the latest Drupal core updates, module updates, and security patches. This ensures your Drupal site remains thoroughly secure and hyper-optimized.
- Regularly monitor your Drupal site for security vulnerabilities. Track uptime, page speed, and user experience using flagship website monitoring tools.
- Conduct routine maintenance tasks like database optimization, log analysis, and clean-up of unused modules and themes to speed up the rendering of your Drupal site.

The high-performance features of Drupal:

- Drupal houses a number of performance and security modules like Boost, ImageAPI Optimize, Varnish, Drupal Security Kit (DSK), Web Application Firewall (WAF), etc. These module integrations enable you to drive maximized stability, performance, and uptimes.

The world's leading clinical data research firm, CDISC has their website powered by Drupal. Updating the core module to the latest Drupal 9.5.2 version enabled the site to achieve a significant 90% in security and a whopping 81% elevation in efficacy.

#3 The website houses a wealth of informative resources

Besides delivering a visually appealing experience and seamlessly loading pages, a customer-centric Drupal website should serve as a hub of valuable and informative resources.

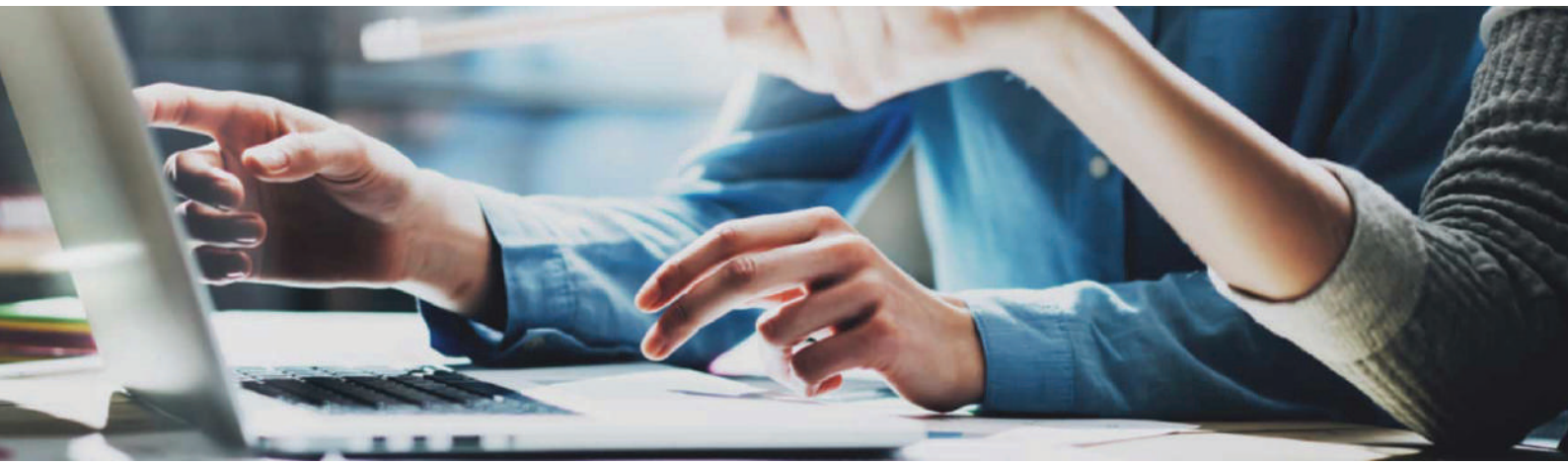
How to make your website value-loaded for your customers

- In a world of cutthroat competition, what makes your website stand apart is the true value your website offers to the visitors. Understand your industry and target audiences and build a pool of resources your potential customers can resonate with and find valuable.

- There are a number of content formats like help guides, product tutorials, checklists, comparison charts, worksheets, DIY steps, video demos, blogs, ebooks, user manuals, comprehensive documentation, images, infographics, etc. through which you can deliver information that is highly resourceful and thoroughly engaging.

- Publish well-researched and thoughtfully-crafted pieces of content and incorporate multimedia elements such as videos, infographics, etc. in an interactive fashion to enhance engagement.

- Invest your time in discovering an efficient content strategy for your website. The content strategy should align with your business goals, revenue targets, and brand vision and mission.



Drupal's exclusive content management features

- Drupal being a CMS platform by itself, makes it easier to manage content more efficiently. Take advantage of Drupal's robust content management capabilities to organize your content using categories, tags, and a user-friendly navigation structure for easy content discovery.

Unity Technologies leverage Drupal's interactive blogs to streamline the user experience and foster meaningful customer interactions through community building and engagement.

#4 The website is super easy to access

When you create loads and loads of valuable content, you should ensure its discoverability. Because ease of use and accessibility are paramount for the success of any website.

One feature that all high-performance Drupal websites have in common is accessibility. A user-friendly website should allow its users to easily access any content they are looking for on your website without getting lost in the forest of information.

Here's how to enhance your Drupal site's accessibility:

- Implement intuitive navigation that guides and handholds your visitors on how to consume the content on your web pages.
- Build interactive menu bars that are responsive on all devices. Conduct A/B testing experiments to understand which type of menu bars work for your audiences.
- Create meaningful and contextually-rich interlinkings across your web pages. This helps not only to foster your customer journey but also boosts the SEO effectiveness of your site.
- Launch an in-site search bar that lets visitors quickly access your services or business offerings. A side benefit of implementing an effective in-site search is that you get access to real-time search queries through which you can understand your customer expectations better.

Drupal's accessibility-enhancing modules

- Besides offering a full suite of UX-rich features that enhance accessibility for general users, Drupal also focuses on delivering an uncompromised experience for people of all abilities. In addition to that, there are several dedicated Drupal modules, such as CKEditor Accessibility Checker, a11y module, Semantic Field Labels, WAI-ARIA Extras, etc. which primarily focus on improving web accessibility for both site owners as well as end-users.

Wallaroo Hat Company, a leading fashion brand sells beach hats, sun hats, and custom-designed hats. The website moved to Drupal and got their accessibility issues fixed which skyrocketed their traffic by 4X and resulted in 2,000+ new monthly leads.

#5 Conversion is a side benefit for the value your website provides

Now comes the best part—Conversion Rate Optimization.

Guess what? Building a high-converting website is not rocket science.

- When your website is SEO-optimized for natural language queries...
- When your website is filled with value-loaded resources...
- When your website is easy to use, access, and navigate...
- When the loading speed and other technical aspects of the website are strong, then your website is CRO-ready to a certain extent.

With a technically strong website that is resourceful, easy to access, and SEO-rich, conversions just come baked in. You don't really have to work exclusively to boost your conversions.

While these integral aspects of a website can help you achieve the bare minimum CRO% by default, if you need to skyrocket your conversions, you should look out for expert tips.

How to skyrocket your Drupal conversions

- Implement a conversion funnel that employs a phased and strategic approach from attraction and engagement to conversion and retention.

- Categorize your pages based on the purpose they serve and realign your conversion goals accordingly. For example, blogs are informative pages where the ideal goal should be to educate the readers and provide options to navigate to appropriate service pages on your website. Service pages are transactional pages where you can have multiple interaction windows to engage and convert your visitors.

- Increase the number of windows through which your customers can engage with you. Apart from using the traditional forms, take advantage of novel options like pop-ups, live chats, request call back, social media chats, etc.

- Make your website as much interactive as you can. Combine visualization and gamification to give an interactive experience to your visitors. For example, a progress bar at the top of a form motivates the fillers to complete the form.

- Leverage gated content. Provide downloadable content like ebook PDFs, recorded videos of webinars, podcasts, infographics, case studies, and decks which users should be able to access after a free subscription. Launch strategic email marketing campaigns that will help convert your subscribers into customers.

Drupal's Conversion Accelerators

- The main reason behind Drupal's popularity and success among hundreds of CMSes is the platform's customer-centric features. The CMS is built with the core value of providing an exceptional experience to both site owners as well as their visitors. There are hundreds of intuitive features with Drupal that foster customer journeys and accelerate conversions. To name a few, Rules, Landing pages, Webform, Optimize, Commerce Abandoned Cart, Optimize, and Call to Action (CTA) are designed to help maximize your conversion rates.

International Forum on Teaching Legal Ethics and Professionalism

The International Forum on Teaching Legal Ethics and Professionalism increased their mobile user base by 3X with the help of Drupal's conversion-enabled modules and UX-rich features.

Brownie Points

If you follow the above 5-step formula meticulously, no wonder your customers will keep coming back to you. There is no better way to retain customers than providing a satisfying and memorable user experience. The benefits of providing a compelling user experience are endless. It has SEO advantages. It fosters user engagement and increases the average session time. It accelerates the customer journey and moves your visitors further across the goal accomplishment funnel. It visibly improves conversion rates. And the best part? It keeps more and more customers coming back to you.

Bottom line—If you improve your website experience, you get customer retention for free of cost.

Make your Drupal site a high-performance powerhouse

Growing your online business with Drupal is thus no longer a secret. Now, you have your 5-step blueprint handy. It's your turn to have your real-time learnings and takeaways by implementing these proven strategies. Conduct A/B testing experiments to tweak, curate, and finetune your action items based on the results.

The strategies listed in this ebook are customizable for all industries. These hacks work best when you tailor them based on your market needs and unique customer expectations. Remember, improving your Drupal performance is never a one-time task. It keeps consistent efforts and continuous optimization.

ABOUT US

DrupalPartners is a global network of Drupal experts. We are dedicated to helping our clients succeed with Drupal.

We offer a wide range of services, including:

- Drupal consulting
- Drupal development
- Drupal training
- Drupal migration
- Drupal support

If you need help with your Drupal site, we would be happy to assist you. Contact us today to get started.

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