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Case Study

How Drupal 7 to Drupal 9 Migration Enhanced An Emagazine's Business Outcome

Industry: Emagazine

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Client Profile:

Our client is a famous Emagazine company in the US. Its publications reach 29+ counties throughout the state of Mississippi with 26 paid newspapers, 11 free-distribution shoppers, 19 websites, and more than 111 niche publications and magazines. The company also owns newspapers in Arkansas and Louisiana.

Background:

The Emagazine company is one of the early adopters of a digital business landscape. The client approached us to improve their site experience with more conventional frontend and backend usability, deliver top-notch performance, and increase search engine ranking. The site was functioning on the Drupal 7 platform, and it needed to be upgraded without delay to step up the site experience.

The Challenge:

DrupalPartners maintenance and support team had already been supporting their website needs. The Emagazine site was facing challenges such as content updates, security updates, bug fixes, integrations, and more. We suggested they move to Drupal 9, but the decision-makers were skeptical of how well the site would excel.

- Complete rewrite and move essentials into Drupal 9 core
- Node, Users, Comments, Passwords, Profiles, Taxonomy, Configuration, Content, Media (DF, Doc, Images, and Videos)
- Support for customer source and destination classes
- Several processors for working with data migration

Our Approach:

The Emagazine website is content-heavy and complicated, with numerous features and functionalities. Our Drupal experts, including migration strategists and solutions architects, ran a comprehensive examination process and recognized areas for enhancement.

- Create a custom migration module
- Export site configuration
- Copy migration configuration to custom module
- Run the customized migration
- Besides those, we planned to enhance search functionality, events, blogs, and news listing pages.
- Enabling easy content creation for different users
- Also, to optimize the website for local searches
- Improve organic traffic

Drupal 7 to Drupal 9 Migration – in 5 Steps

- Step 01 - Core migration, module & theme development
- Step 02 - Content / Data / User profiles migration
- Step 03 - Contributed module migration, Site Migration
- Step 04 - Custom module migration, Intranet portal development, Events/Calendar revamp
- Step 05 - Enhanced workflow, blogs and news page, cookie consent, social share, payment integration, etc

Positive Impact On Our Client's Business

- Higher employee productivity.
- Increased site visitors
- Increased newsletter sign-ups
- Average page load time decreased from 6.0 seconds earlier
- Mobile-friendly
- Increase in sessions
- Increase in mobile sign-ups
- Functionality and security improvements
- On-time updates on the project

Conclusion:

At DrupalPartners, we have worked on numerous complex migrations, developments, customizations, and digital strategies. Our client was looking for a partner who would migrate the website hassle-free from Drupal 7 to Drupal 9. In the process, our team made sure that the website's existing functionality remained as it is, and new features from Drupal 9 got added without any hiccups.

The improvements of Drupal 9 proved effective on the website by giving an overall boost in desktop users, mobile users, and new sign-ups. The communication with the client was well-maintained by providing regular updates on the progress of the migration.

Get a free online quote or request additional information to learn more about our Drupal development & migration services.

Other Useful Resources

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

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