Two Parts Session

1

Live long and prosper.

Content Migration Checklist

2

To Boldly Go Where no CMS Has Gone Before. **Innovate With Drupal**

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Drupal Developer

Startup Founder

Minimum Success

Don't

- Loose Traffic
- Frustrate With New UX

Do

- Align the Migration With Business Goals

"If I Were Given One Hour To Solve a Problem, my Life Depends on. I Would Spend <u>55 Minutes Defining</u> the Problem and <u>5 Minutes Solving It</u>."

A. Einstein

PAST   PRESENT   FUTURE

WHAT WORKED AND WHAT DIDN'T

▸ **Check/analyze your past data: analytics**

▸ **Understand user-behavior**

▸ **Do split testing**

▸ **Check user complains - site administrators**

▸ **Check technology stack: PHP Level, Current Server, Database Environment, File Storage**

▸ **Development workflow**

PAST   **PRESENT**   **FUTURE**

BENCHMARK YOUR ANALYTICS AND PERFORMANCE

▸ **Check how your organic and total traffic**

▸ **Current performance (page load speed, KPI)**

▸ **Identify unoptimized SEO data**

▸ **Keyword ranking (label DON'T change well-optimized stuff)**

"2 Seconds Is the Threshold for eCommerce Website Acceptability."
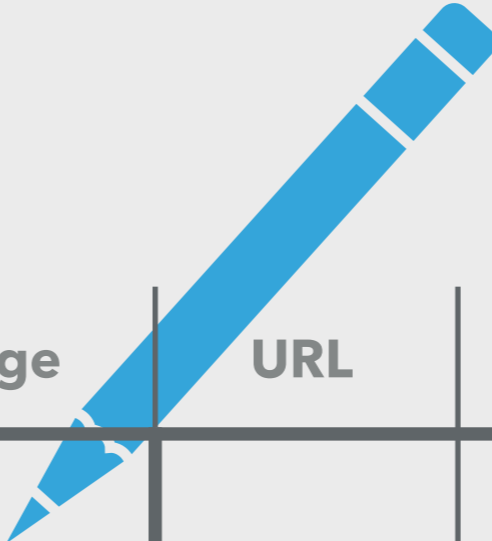
Maile Ohye, from Google

PAST   **PRESENT**   **FUTURE**

ALIGN TECHNOLOGY

▸ **Module Inventory**

▸ **Hosting**

▸ **Third-party integrations**

▸ **Known migration issues from D6, D7 to D8**

▸ **Security requirements**

▸ **Audit old site features and functionalities**

PAST   PRESENT   FUTURE

GAME PLAN

Page	URL	Action	

▶ **2 x spreadsheets**

   ▶ **Problems & Solutions**

   ▶ **Content/Pages (actions needed per page)**

PAST   **PRESENT**   **FUTURE**

OPTIMIZE URL ARCHITECTURE

▸ **Use subdomains carefully**

▸ **Use hyphens to separate keywords**

▸ **Keywords are more effective in short URL's**

👍 **example.com/category/subcategory/primary-keyword**

👍 **mysite.com/blog**   ❌ **blog.mysite.com**

*Source: moz.com

PAST   **PRESENT**   **FUTURE**

RESOLVE SITE OPTIMIZATIONS

▶ **Title tags (page Titles) and organize H1,H2,H3 structure**

▶ **Meta descriptions**

▶ **Images**

▶ **Page load speed**

▶ **Remove or combine outdated/redundant content**

▶ **Structured data - Schema.org, Twitter card, etc.**

▶ **Hreflang Tag - multi-lingual in D8 core**

PAST **PRESENT** **FUTURE**

OPTIMIZATIONS TO CONSIDER

▸ **Consider AMP - accelerated mobile pages -**

    ▸ **drupal.org/project/amp**

▸ **Or consider BigPipe to improve page speed**

CHECK FOR BROKEN INTERNAL LINKS

▶ **Fix all 404 file not found**

▶ **301 redirects - try to have only one redirect from Page X to Page Y**

▶ **tools: httpstatus.io or urlitor.com**

RECLAIM BACKLINKS

PAST   **PRESENT**   **FUTURE**

ADD SITEMAP

▸ **So crawlers can find unreachable pages**

▸ **https://www.drupal.org/project/simple_sitemap**

TOOLS TO HELP WITH OPTIMIZATION

▸ **ScreamingFrog**

▸ **SEMrush**

▸ **Google Web Tools**

▸ **MOZ tools & resources**

▸ **SpyFu**

▸ **And hundreds more**

PAST **PRESENT** **FUTURE**

HIDE DEV FROM SEARCH ENGINES SPIDERS

▸ **Install https://www.drupal.org/project/shield module**

```
composer require 'drupal/shield:^1.2'
```

▸ **Add robots.txt to your docroot**

```
User-agent: *

Disallow: /
```

▸ **Metatag module https://www.drupal.org/project/metatag**

```
<meta name="robots" Content="noindex">
```

PAST   **PRESENT**   **FUTURE**

SECURITY

▸ **Make sure your development infrastructure is up to date to avoid security breach or data theft**

▸ **Wipeout all data from database infrastructure when not needed and import as the site goes live**

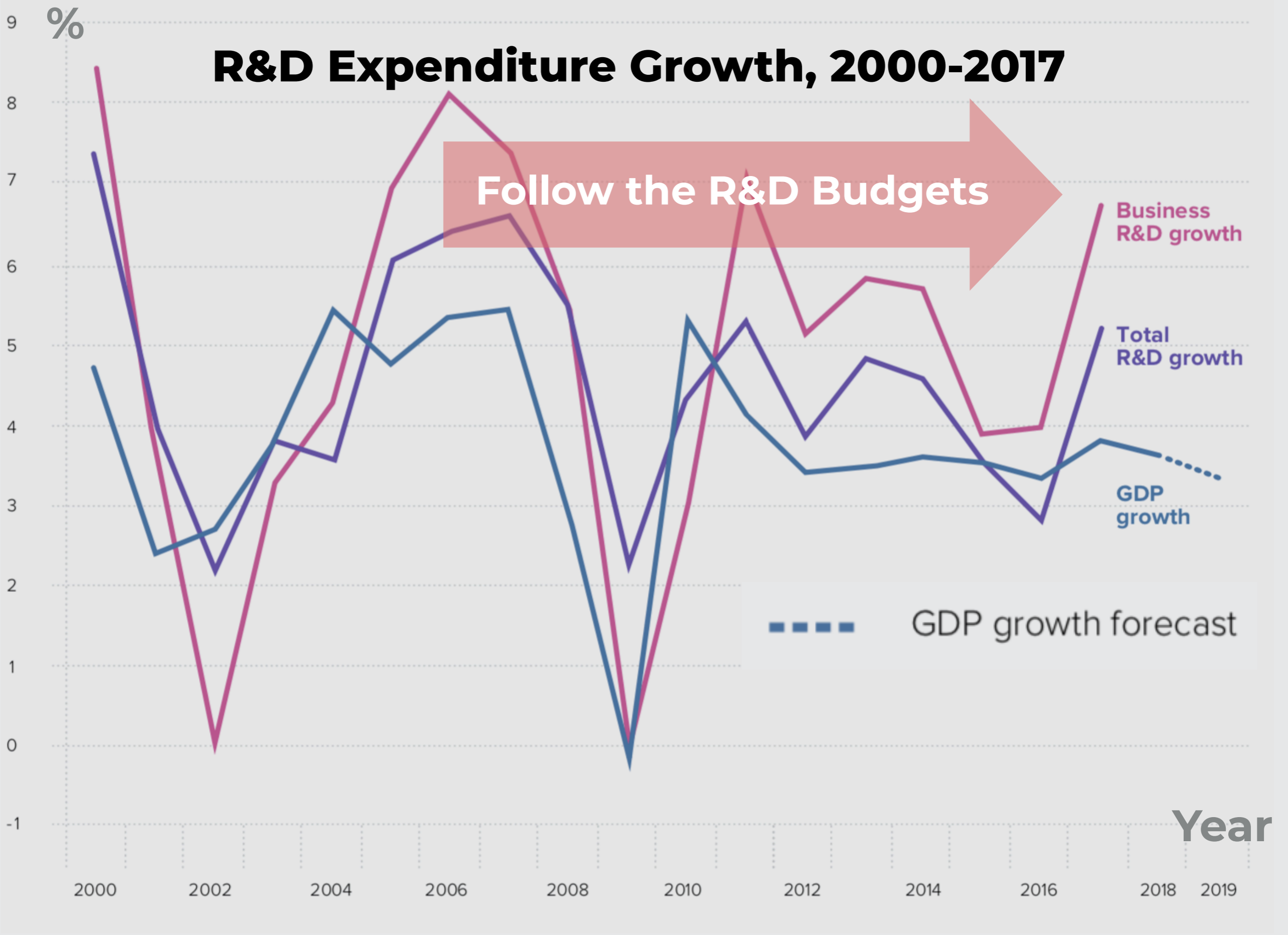# Continuous Innovation as a Viable Business Strategy

REALITY ◀ · · · ◻

"Innovation is like teen sex, everybody talks about it, but only a few are doing it"

Michael Tchong | Ubertrends

R&D Expenditure Growth, 2000-2017

Follow the R&D Budgets

Business R&D growth

Total R&D growth

GDP growth

GDP growth forecast

Year

THE LAW OF CONSERVATION OF ATTRACTIVE PROFITS

Companies make attractive money when they solve the hardest problems. The hardest problems require tightly coupled integrated systems.

When commoditization causes attractive profits to disappear on one side of the value chain, the opportunity rises to make attractive profits on proprietary products.

The Innovator's Solution. | Clayton Christensen

Modular stuff must surround integrated stuff to optimize the integrated stuff.

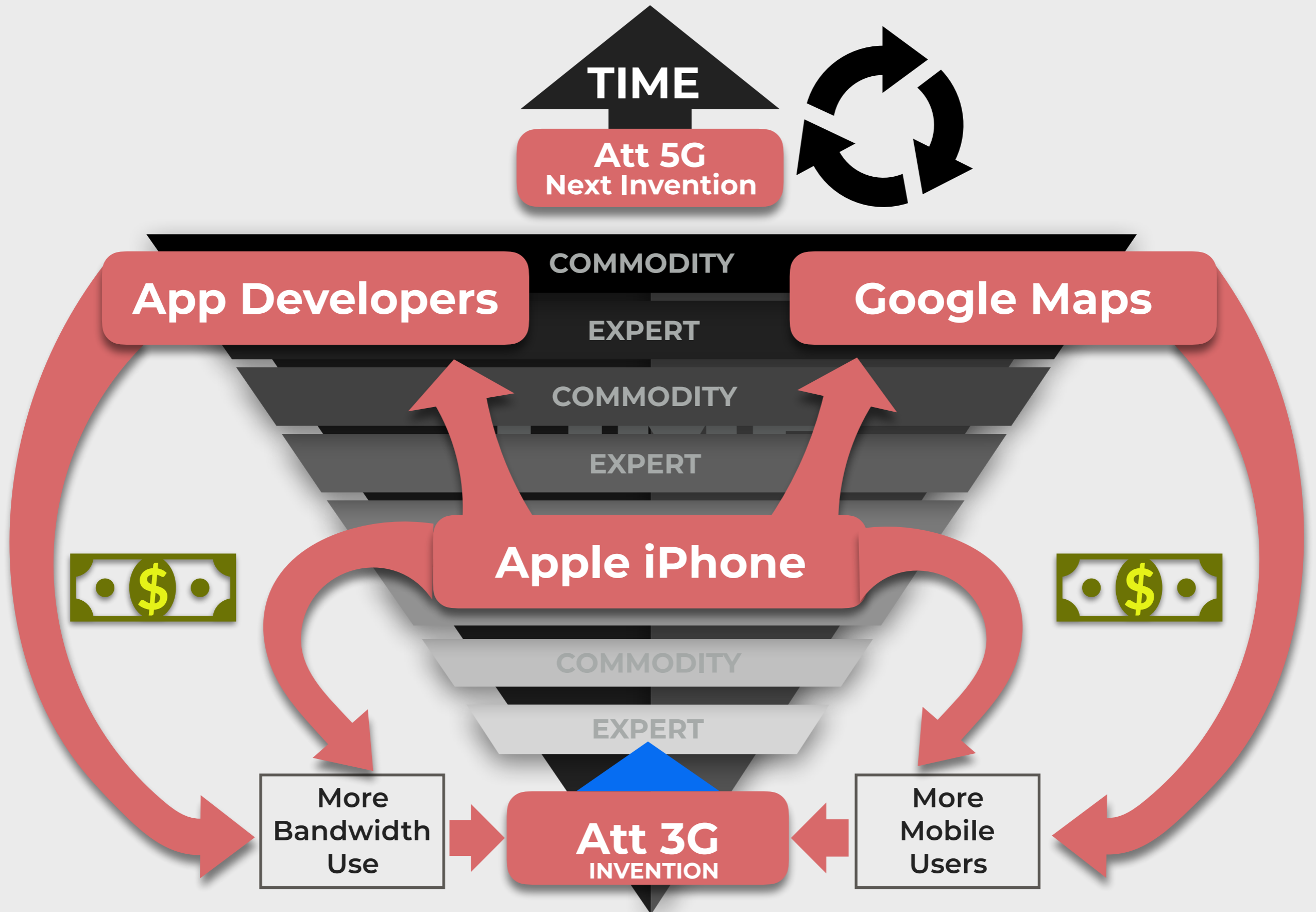**1** The **expert** pioneers **solve** hard tech **problems**

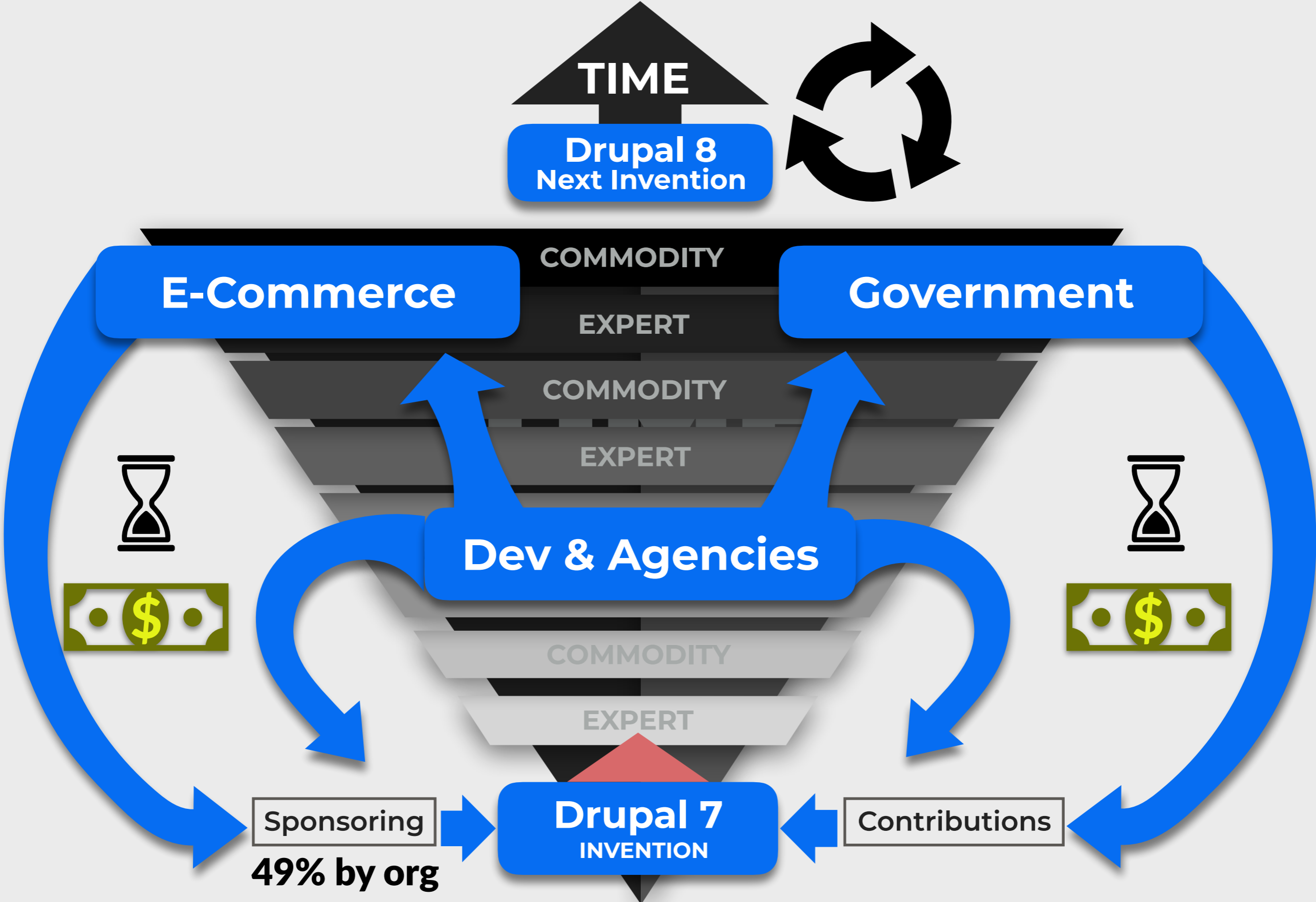**2** Ultimately the **system** becomes well **understood**, modular and **commoditized**

3 **Competition** with less tech knowledge **becomes assemblers** of modular products

Learn more: Book "Seeing What's Next" | Christensen A. Roth

THE LAW OF CONSERVATION OF ATTRACTIVE PROFITS

TIME

Att 5G Next Invention

COMMODITY

App Developers

EXPERT

Google Maps

COMMODITY

EXPERT

Apple iPhone

COMMODITY

EXPERT

More Bandwidth Use

Att 3G INVENTION

More Mobile Users

THE LAW OF CONSERVATION OF ATTRACTIVE PROFITS

TIME

Drupal 8
Next Invention

COMMODITY

E-Commerce

EXPERT

Government

COMMODITY

EXPERT

Dev & Agencies

COMMODITY

EXPERT

Sponsoring

49% by org

Drupal 7
INVENTION

Contributions

LOW-END DISRUPTION

Signals

▸ **Companies innovate faster than their customers' lives change**

▸ **"This product is too complicated"**

▸ **Price-based competition**

▸ **Standards**

Patterns

▸ **Specialization**

▸ **Low-cost business models**

▸ **Piece together value components to offer new benefits**

Year ~2011

WiX

GoDaddy

SQUARESPACE

PANTHEON

SIGNALS OF DISRUPTION

NEW-MARKET DISRUPTION

Signals

- **Existing product limit number of potential users - non-consumers**
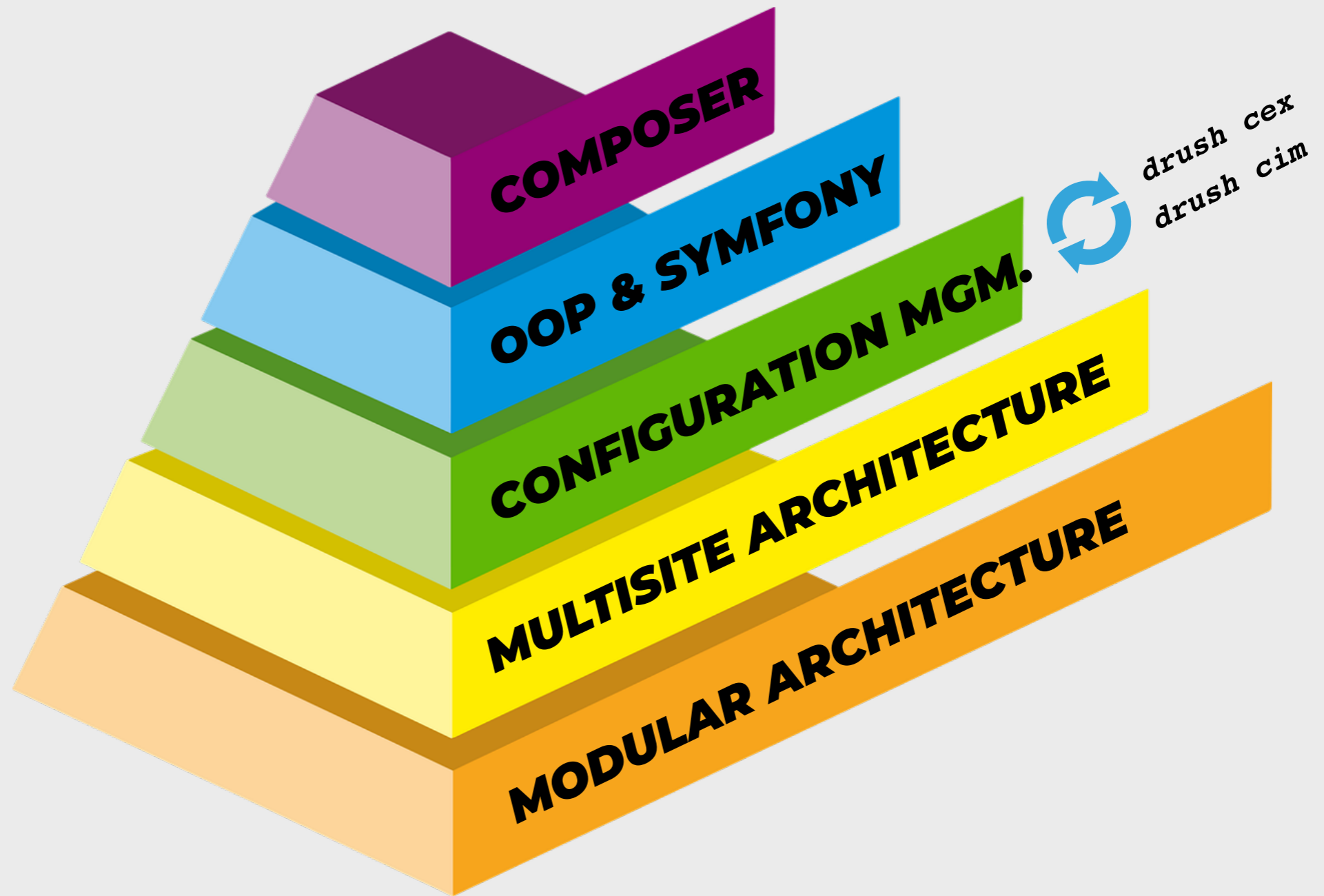- **Consumption has inconvenient settings**

Patterns

- **Introduce a relatively simple and affordable product/service for customers that historically lacked money or skills to get an important job done**

Editorial Needs
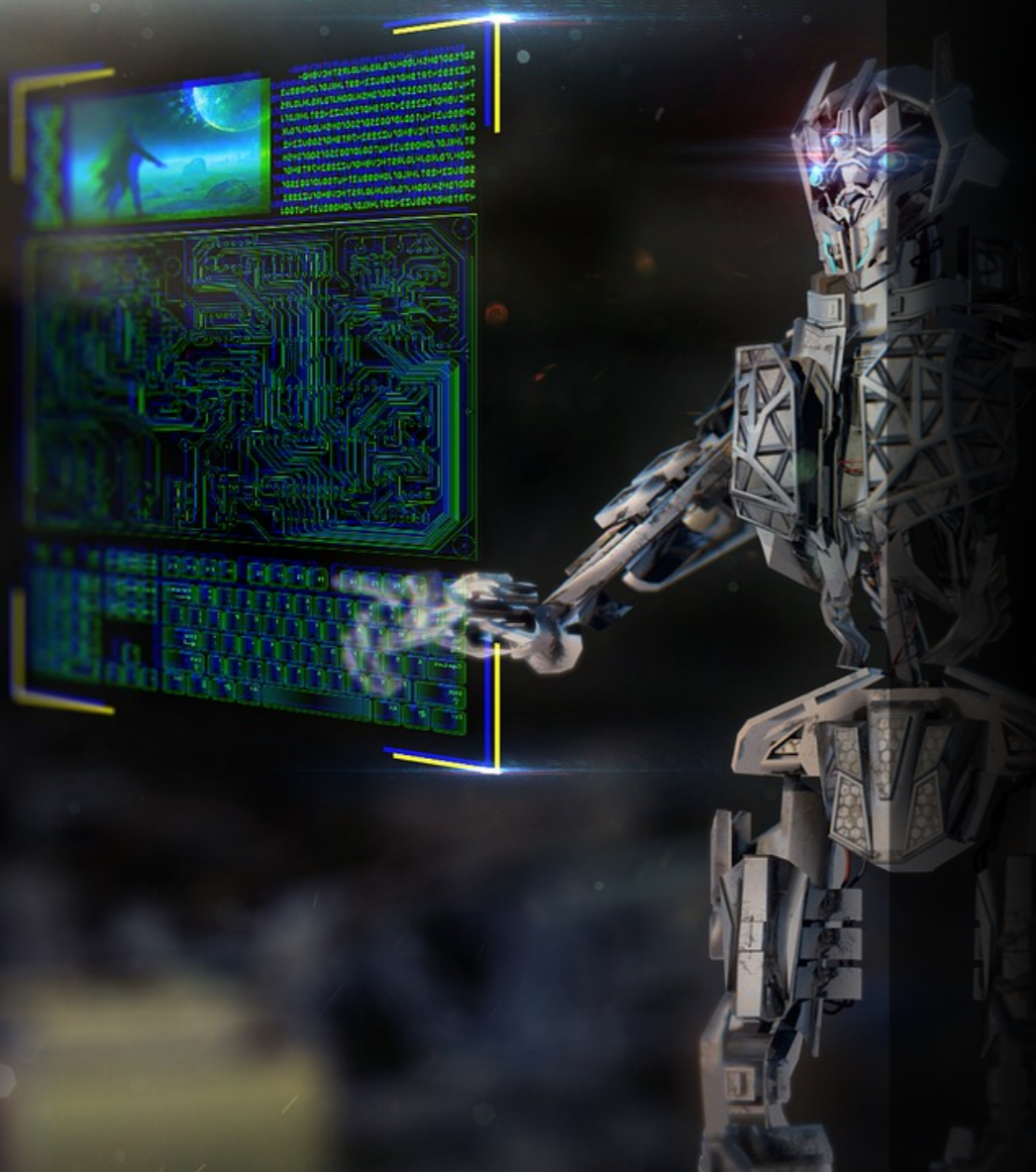
- ▶ **Layout builder (core)**

- ▶ **Gutenberg (Thx Wordpress)**

- ▶ **Webform**

- ▶ **Workflow**

- ▶ **JavaScript admin UI Initiative**

Presentation & Data

▸ **Media Suite**

▸ **Charts**

▸ **Search API & Solr**
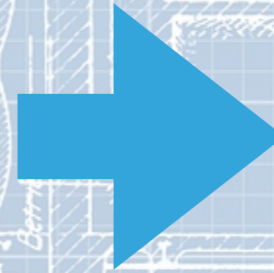
Problems ~~and~~ *Create* Opportunities

Look for Trends

OPPORTUNITIES

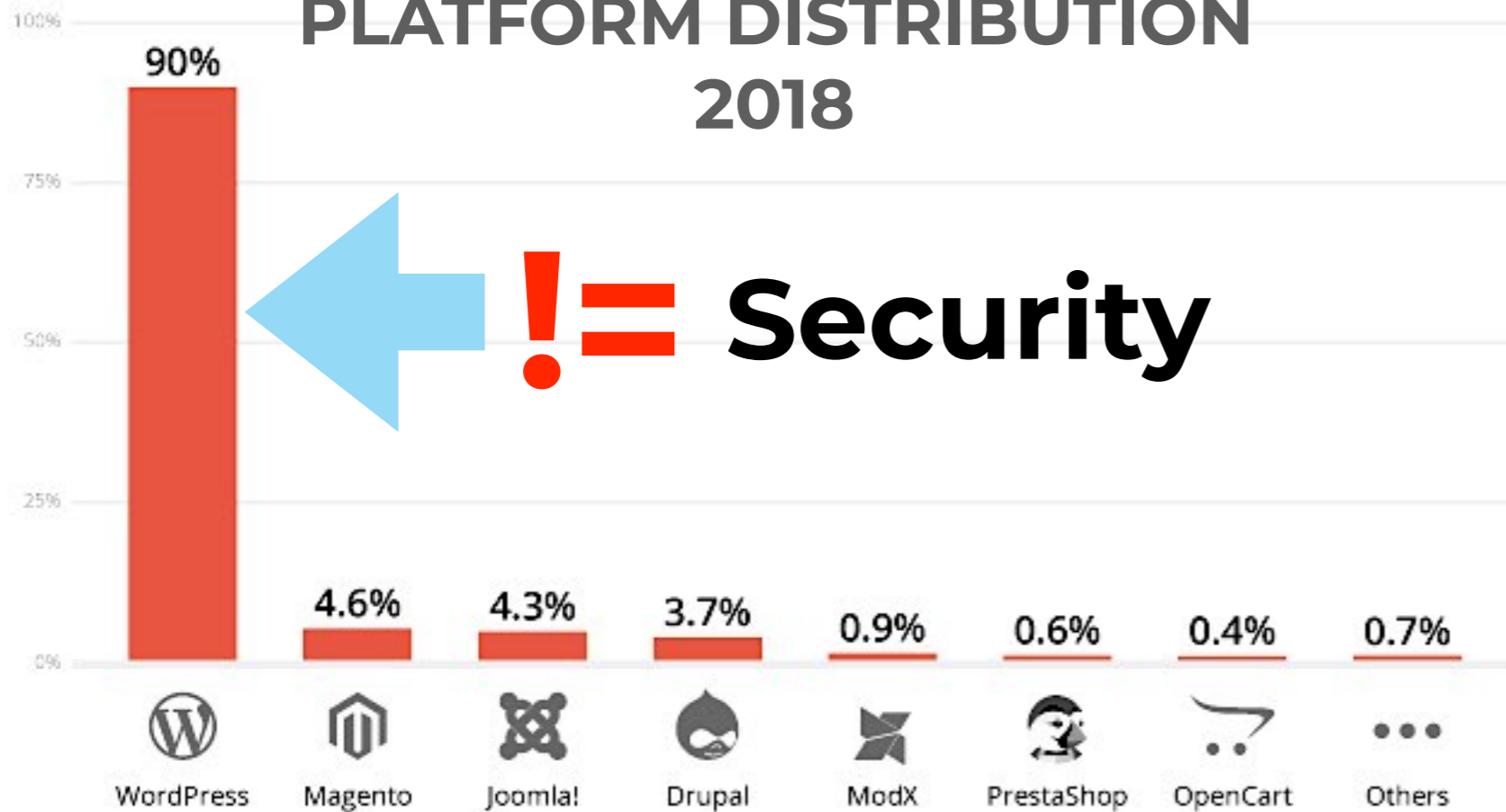**Opportunity to Watch (now in expert phase)**

AI, ML = Data ➡️ Drupal Structured Content (Awesome Data)

⬇️

Data Needs Security

INFECTED WEBSITE PLATFORM DISTRIBUTION 2018

⬅️ != Security

90%	4.6%	4.3%	3.7%	0.9%	0.6%	0.4%	0.7%
WordPress	Magento	Joomla!	Drupal	ModX	PrestaShop	OpenCart	Others

Source: https://sucuri.net/reports/2018-hacked-website-report

Let's Build Together CMS for a Next-Generation Spaceship!

Web X.0

Summary

Thank You!

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