Why redesign website before migrate to Drupal Content Management System by Valuebound

Article published on August 13th 2012 | Web Design

Weâ€™ve been working with hundreds of clients for years, and a lot of them would come to us to migrate their existing site to Drupal CMS. However, it is sometimes not the right thing to do.

The following are a few reasons why:

Migrating will not help to improve your revenue outcomes, or to reach your business goals. Each site iteration is actually an opportunity to improve from the learning that you get during the previous site's lifetime. In order to implement the new site will require the effort to simply keep your current traffic and site goals from dropping and thatâ€™s like denying yourself the opportunity to improve site outcomes. Also another difficult task would be to avoid the mistakes that youâ€™ve done previously. So, if switching technologies wonâ€™t improved the site, you have no better outcome possibilities than simply maintaining your current traffic, conversion, and other metrics.

Redesigning is usually not much expensive. Drupal is really powerful and it would work like Drupal is designed to work. Thus, restrictive layouts that are common in the portal oriented designs that dominate the previous generation sites, need a great deal of theme work, also requiring support for engineering overlays sometimes, which can drastically increase the cost of implementation. Usually, a very small number of features are enough for the majority of traffic for site. The actual job is to discover those features first and then to build and promote them properly. Thus, sticking to conventions that are friendly to Drupal actually leads to a less expensive implementation and gives greater outcome.

Often features will come in as part of a project that have little importance with regard to traffic. These features would be either built as part of various marketing or sales efforts, or retained just because they were there. If a feature costs actual money to implement, but produces no actual outcome, then knowing it do not port it. The most important thing to consider is deciding what and how to port as well as identifying the features from an old property those are worth eliminating.

One of the most important things you should consider on is:

It's critical to evaluate why you are redesigning your site, and why you redesig website at this point of time. And if you have clear idea of why you're doing it, and you keep the focus on core features that actually generate revenue and engagement, and discard everything else that isn't a contributor to these two points, then you can be well assured of your successful outcome.

A lot of platforms are built on custom systems. Many are custom PHP or ASP applications that have become feature driven rather than business goals driven over time. If you're porting one of these applications, you must consider the mentioned points.

A quick reminder:

Redesigning it - Consider redesigning rather than just a re-platform. Don't segment these steps, because you will pay more eventually for what you could have had for less.

Eliminating extras â€“ trim down, eliminate, and cut out the features that are not used insistently. In short cut the flab.

Defining success- ensure that your engineering work has been specific, measurable, ensuring affective outcomes.

Avoid Feature Bloat - focus is the key to success, and you should really make sure that you have a really focused site. This way youâ€™ll find that everything from the UI to the implementation is becoming easier, and applies to the site more genuinely rather than being superfluous. Focus on the right features tends to become addictive and of course expensive as well.

Thus, consider these things carefully before just considering a new platform for your site, because your investment is precious and it should be apllied to really improve your site in the true sense.

Valuebound is a leading Drupal Development Company providing Enterprise Drupal web solutions. For more information on Drupal Development, contact us at info@valuebound.com

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Article Keywords:
valuebound,drupal,software solutions

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