

Migration Recommendation: Drupal to WordPress for Samuel.com

1. Introduction

This document outlines the strategic and technical reasons for recommending the migration of the website <https://www.samuel.com> from Drupal to WordPress, including details on implementing WordPress Multisite to support multilingual and multi-regional needs.

2. Why Migrate from Drupal to WordPress

2.1 Ease of Use and Content Management

- WordPress provides a simpler and more intuitive interface for content managers.
- Visual builders like Gutenberg and Elementor enable drag-and-drop page building.

2.2 Faster Deployment and Iteration

- Quicker prototyping and feature rollout with WordPress.
- Extensive plugin availability supports fast feature additions.

2.3 Security and Updates

- WordPress offers automated updates, especially with managed hosting providers.
- Security plugins simplify site hardening and monitoring.
- Easier to manage updates compared to Drupal.

2.4 Multilingual Support

- WordPress supports multilingual content via plugins like WPML and Polylang.
- Supports per-language URLs, SEO, and user-friendly translation workflows.

2.5 SEO and Marketing Tools

- Plugins like Yoast SEO and RankMath optimize content for search engines.
- Seamless integration with marketing tools (Google Analytics, HubSpot, etc.).

3. WordPress Multisite

WordPress Multisite enables a single installation to support multiple subsites with centralized control. This is ideal for Samuel.com's multilingual, multi-regional needs.

3.1 Use Cases for Samuel

- Separate subsites for Canada, USA, and other regions.
- Business units like Steel, Processing, etc., as independent subsites.
- English and French versions of each site.
- Centralized management with delegated editorial roles.

3.2 Benefits

- Shared plugins and themes across subsites.
- Lower infrastructure overhead.
- Scalability for new regions or divisions.
- Consistent branding with flexibility.

4. Technical Considerations

4.1 Content Migration

- Use tools like FG Drupal to WordPress or custom WP-CLI scripts.
- Migrate nodes, taxonomies, menus, users, and media.

4.2 Hosting and Performance

- Recommended use of managed WordPress hosting (e.g., WP Engine, Kinsta, Hostinger).
- Use of CDN and caching for optimal performance.

4.3 Accessibility and Compliance

- Ensure new site meets WCAG 2.1 standards.
- Use accessibility-friendly themes and testing tools.

5. Strategic Business Benefits

Factor	Drupal	WordPress
Usability	Steep learning curve	User-friendly
Time to Market	Slower	Faster
Cost	Higher	Lower
SEO Tools	Manual setup	Plugin-driven (Yoast SEO)
Marketing Integration	Requires dev work	Plugin or no-code
Multisite	Requires expert config	Built-in and easy
Multilingual	Core + modules	Plugin-supported (WPML, Polylang)

6. Final Recommendation

Migrating Samuel.com to WordPress with a multisite setup is recommended to:

- Empower internal teams with easier content management.
- Improve marketing agility and SEO.
- Support multilingual and multi-regional needs with scalable architecture.