



# **The Drupal → WordPress Migration Checklist**

**What to Know,  
What to Ask,  
and What You'll Gain**

## **Dogs of Design**

Creative Design Agency | Branding • Web • Packaging • Photo & Video • Industrial Design

Based in Torrance, CA | Serving clients nationwide

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# 1. Assess Your Current Site

Before you migrate, take stock of what you have — and what information you actually need moving forward.

## ➔ Technical Inventory

- ☐ Current Drupal version (e.g., Drupal 7, 8, or 9)
- ☐ Custom modules or plugins in use
- ☐ Hosting environment (shared, dedicated, cloud)
- ☐ CMS user permissions and roles

## ➔ Content & Search Engine Optimization

- ☐ Number of pages, posts, and landing pages
- ☐ URLs receiving the most traffic  
(check Google Analytics or Search Console)
- ☐ Redirects currently in place
- ☐ Active blog categories or taxonomy structures

## ➔ Design & User Experience

- ☐ Is your site mobile responsive?
- ☐ Are there navigation issues or outdated layouts?
- ☐ Which design elements are brand-critical to keep?

**What's working well and what needs to be operating better?**

## 2. Questions to Ask Before You Choose a Migration Partner

Before you choose a migration partner, get clear on how they'll protect your data, preserve your SEO, and position your site for what's next.

### → Strategy & Process

- ☐ How do you ensure no SEO loss during migration?
- ☐ Will you perform a URL and redirect audit?
- ☐ How do you handle downtime or staging environments?

### → Technology

- ☐ Do you use proven frameworks or build from scratch?
- ☐ How will integrations (CRM, analytics, payment systems) be handled?
- ☐ What's your post-launch support process?

### → Creative

- ☐ Can we refresh our design during migration?
- ☐ Will content be reorganized for better UX or SEO?
- ☐ Who owns the final files, hosting, and accounts?

### → Trust & Transparency

- ☐ Can you provide examples of Drupal-to-WordPress projects you've completed?
- ☐ What's included in your QA and testing process?
- ☐ How do you communicate progress and milestones?

### 3. What Improves When You Move to WordPress

A smart migration doesn't just preserve what's working — it makes everything else faster, easier, and more flexible.

- ✓ **Total Autonomy**

Update pages, launch campaigns, and publish posts — no IT ticket required.

- ✓ **Faster Workflows**

Intuitive editor, SEO-ready architecture, and integrations that actually talk to your tools.

- ✓ **Lower Costs**

Fewer developer hours. Lower maintenance costs. Faster time to market.

- ✓ **Future-Proof Flexibility**

Thousands of plugins, integrations, and tools that scale as your business grows.

- ✓ **Marketing Freedom**

Run campaigns, test landing pages, and iterate faster — all from one login.

## 4. Your Migration Readiness Score (Quick Quiz)

For each question below, rate yourself 1–5  
(1 = not ready, 5 = completely ready):

Question	1	2	3	4	5
We know which URLs are most valuable for SEO	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have access to our hosting and database credentials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We understand our current integrations and plugins	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our site design reflects our current brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have a clear launch window in mind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Score yourself:**

**20–25: You're migration-ready — let's build.**

**10–19: You're close — let's make a plan.**

**Below 10: You're due for a Drupal audit — let's schedule one.**

# Ready to Make the Move?

Whether you're stuck on Drupal 7 or just ready for a CMS that finally works with your marketing team, we'll get you there safely — no downtime, no SEO loss, no drama.

## Feeling Lost?

If you don't know the answers to every (or even any...) question in this checklist, don't sweat it — that's where we come in.

We'll guide you through every step of the migration process, from auditing your existing Drupal site to identifying what functionality, design updates, or integrations you actually need in WordPress.

Not sure if your current setup is even worth migrating? We'll help you figure that out too — and map out the smartest, most cost-effective path forward.

**Schedule a Free Migration Consultation >>**

## About Dogs of Design

We're an award-winning creative agency helping ambitious brands evolve through strategy, design, and technology. From full-scale website migrations to brand refreshes and marketing automation — our job is to make yours easier.

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