



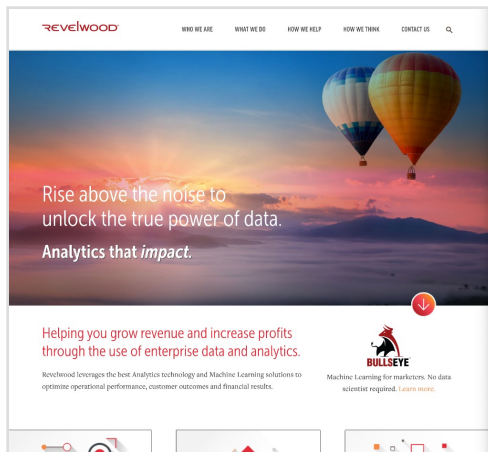
# REVELWOOD

One site to rule them all, one site to find (them):

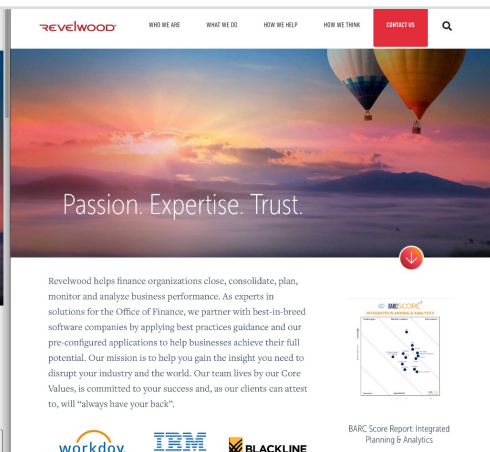
## Website Migration for Revelwood

What happens when the platform your website is built on is “retired?” Is it possible to seamlessly migrate your site to a new platform, while keeping the same look?

That’s exactly what Rock Pixel Scissors (RPS) did for Revelwood, a software consulting firm, which provides Office of Finance solutions to businesses of all sizes.



Old Adobe Catalyst site, 2018



Current WordPress site, 2022

## The Challenge

### Expiring Platform and Multiple Sites

Revelwood had a website they really liked, that had been built in Adobe Catalyst. It was launched in 2015. The company had spent years refining the design and was happy with how it looked and mostly satisfied with how it worked.

### Services Provided:

- Custom WordPress Theme
- Website Migration
- Responsive Design and Development
- Training and Documentation
- Maintenance and Support



“ I have worked with Rock Pixel Scissors (RPS) for years. They are reliable, responsive and there isn’t a project too big or small for them to tackle with ease. It’s been an absolute pleasure working with the RPS team and I highly recommend them.”

**Lisa Minneci**  
VP, Marketing  
Revelwood



RPS had been working on regular updates to the Adobe site. This included functionality improvements and complicated content updates due to how the site was built. Because of challenges with Catalyst, RPS also set up a separate WordPress blog site to allow the marketing team to add and manage blog content on their own—easily.

All was well until 2018, when Adobe announced that Catalyst would be shut down, and that any sites hosted with them would go offline when the platform reached end-of-life.

## The Solution

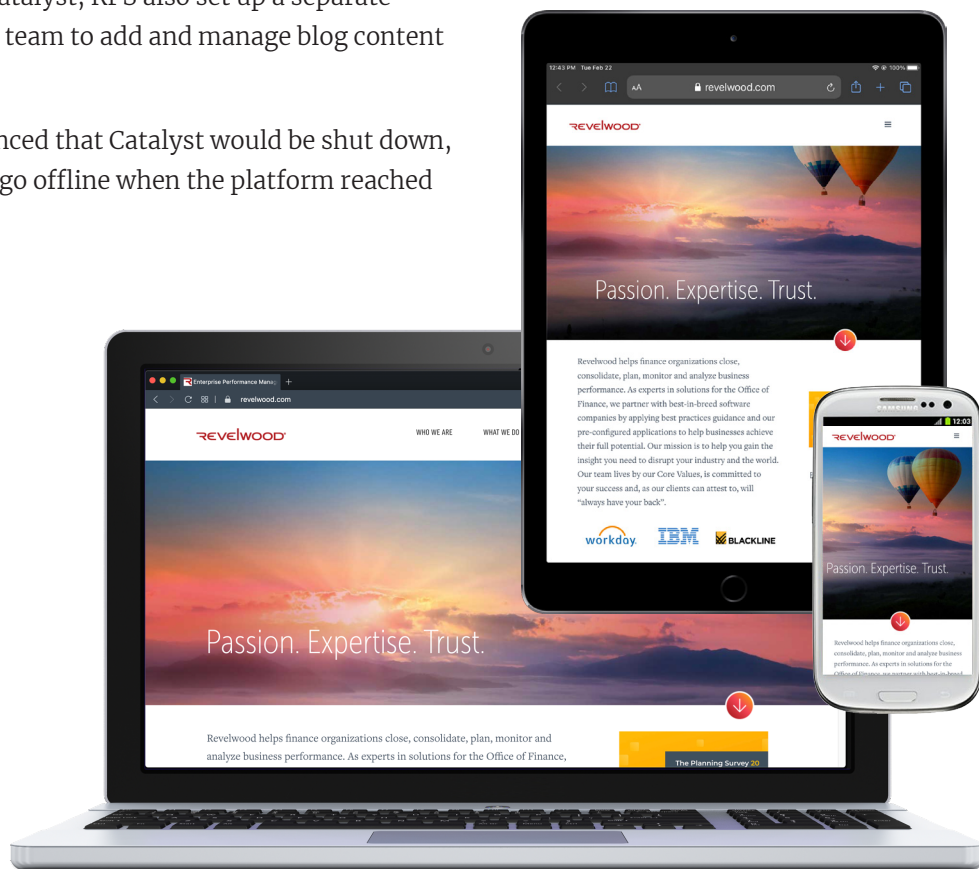
### Rebuild and Migrate to WordPress

Our solution was to rebuild the site in WordPress and combine it with the existing standalone blog site.

Revelwood did not want their site shutting down. RPS worked with Revelwood's Marketing Department, and presented a solution to migrate the Adobe Catalyst site to WordPress, and to combine it with the existing standalone blog. In addition to site longevity and uptime, this migration would also address SEO, functionality, and usability.

And, because so much time had been invested in iterating the design of the Catalyst site, Revelwood wanted to keep the same look and feel when moved to a new platform. So we did.

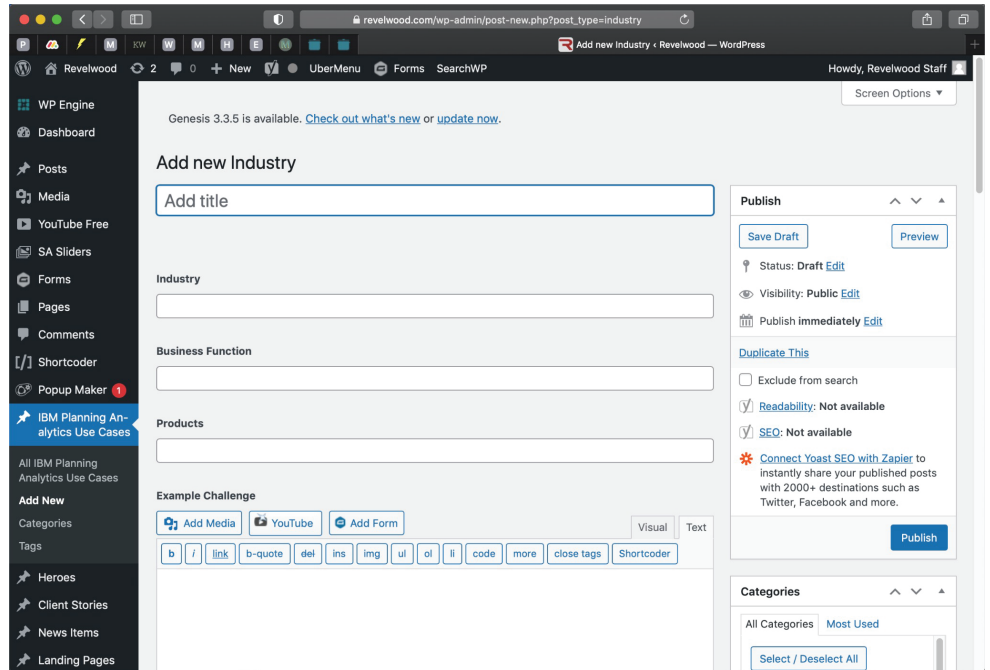
- **We created a wireframe map** of the existing site. This helped determine what layouts, templates, content areas, and custom post types would be needed.
- **We built a lean and customized theme in WordPress**, and created a set of adaptable templates that would work for the site content and layout. We used the same fonts, colors, and styles in a clean and customized CSS file. We migrated the website content page by page to ensure consistency and accuracy of the existing data. RPS then imported the standalone blog, which kept the existing blog content, links, and SEO metadata intact. We mapped 301 redirects where needed in order to maintain pre-existing SEO mojo.



Before launch, the site was tested on laptops, desktops, phones, and tablets.



- **We trained Revelwood's marketing staff** in person once the site was ready for launch. The training included: how to make edits, add content, and manage the day to day operation of the site. This additional step allowed them to handle their most common site needs on their own. If there was a more complicated project, Revelwood could always call on RPS to handle those tasks.



## The Results

### Stable Site that's Easier to Edit

- Immediate Result: **Zero downtime** by migrating the prior revelwood.com site to a new and more usable platform.
- Website **traffic increased by 10%** after migration due to faster page loads, better SEO, and incorporation of their legacy blog.
- RPS was also able to take advantage of **features and functionality** available in WordPress. This allowed the ability to easily add further site enhancements, such as a custom landing page builder, CTA popups, and Customer Stories.
- As a bonus, annual **cost savings** were realized in both web hosting and maintenance. Upkeep and hosting went from two sites to one. And after training, Revelwood, Inc. could do most of the day to day changes themselves.

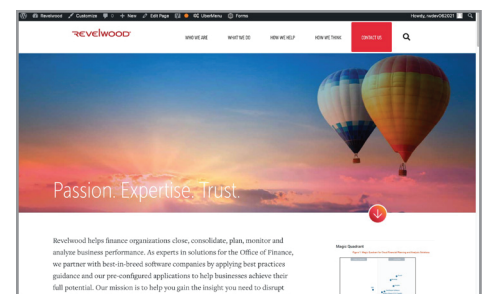
Custom post types were defined for landing pages, use cases, news and events. This allows for easy categorization, sorting, and templates—supporting different types of content.

### What's Next for revelwood.com?

In the time since the new website went live in late 2018 ... WordPress itself went through a major upgrade to 5.0 Gutenberg. RPS is currently finishing up the process of converting the revelwood.com site to Gutenberg and to block editor while still maintaining the look and feel the client expected.

### Do you have an older site that you need migrated?

Contact Rock Pixel Scissors today for a free site evaluation—we will take a look at your site and make a plan to revive, relocate, or rebuild to help keep your business up and running. Visit <https://rockpixelscissors.com/free-site-evaluation> to get a consultation today.



Same look, new code.