WP engine® | **BC** Adobe® Business Catalyst

CHECKLIST

Migrating from Adobe Business Catalyst to WordPress.

Adobe Business Catalyst, an all-in-one hosted Content Management System (CMS) created in 2008 for digital agencies and business owners, announced its end-of-life for March 2021. That means existing Business Catalyst customers will need to find a new solution for their sites before their data is deleted on that date. And already, no new features are being developed on Business Catalyst. Due in large part to WP Engine's extensive ecosystem of digital agency partners, Adobe has named WP Engine as a recommended partner for transitioning customers away from Adobe Business Catalyst.

While manual migration is always an option, WP Engine has partnered with WordHerd, a professional website migration company, that has mastered the process and has tools that drastically reduce the time and stress of doing it yourself. The experts at WordHerd have years of experience with complex migrations with Adobe Business Catalyst websites and ensure no step is ignored during the process. To begin the migration process with WordHerd, get a free proposal here.

For those who want to complete the process of manual migration, we've compiled a checklist based on the migration of major aspects of your site: pages, posts, products, customers and secure zones, and web apps. Don't wait, start your migration now.

Page migration.

☐ Ensure content is valid HTML before migration, sanitize and remove any extraneous code.

☐ Update all hyperlinks to relative paths within the WordPress environment.

☐ Download and import media to the WordPress media library, update paths to WordPress equivalents.

☐ Download, import, and set a featured image in each page.

☐ Maintain hierarchies (parent/child).

☐ Generate redirects for any URLs that might have changed from their original.

☐ Maintain SEO meta titles and description.

☐ Maintain SEO schema within the HTML elements used on the website.

Post migration.

☐ Ensure content is valid HTML before migration, sanitize and remove any extraneous code.

☐ Create and assign categories.

☐ Create user accounts in WordPress for associated authors, assign to relevant posts.

☐ To ensure accurate archiving, set post dates and times to match the originals.

☐ Set appropriate publish status (Draft, Published, Private, etc.).

☐ Update all hyperlinks to relative paths within the WordPress environment.

☐ Download and import media to the WordPress media library, update paths to WordPress equivalents.

☐ Download, import, and set the featured image for each post.

☐ Generate redirects for any URLs that might have changed from the original.

☐ Maintain SEO meta titles and descriptions.

☐ Maintain SEO schema within the HTML elements used on the website.

Product migration.

☐ Ensure product description is valid HTML before migration, sanitize and remove any extraneous code.

☐ Maintain all product attributes (price, stock, weight, dimensions, etc.).

☐ Maintain up-sell and cross-sell products.

☐ Maintain all product variations and adjust pricing when applicable

☐ Create and assign categories.

☐ Download and import media to the WordPress media library, update paths to WordPress equivalents.

☐ Download, import, and set a featured image in each product and variation.

☐ Generate redirects for any URLs that might have changed from the original.

☐ Maintain SEO meta titles and descriptions.

☐ Maintain SEO schema within HTML elements used on the website.

Customers and/or secure zones migration.

☐ Migrate all customers to WordPress users.

☐ If customers are associated with secure zones, create specific WordPress roles to match.

☐ Use Restrict Content Pro to protect secure zone content and allow only certain user roles to access it.

☐ Implement registration and login for new and existing secure zone users.

Web apps migration.

Web apps are the most complex features to migrate from Adobe Business Catalyst to WordPress because they require custom functionality that is not otherwise available and therefore transferable from Adobe Business Catalyst. Adobe Business Catalyst contains a built-in web app module as opposed to WordPress, where web app functionality is created via custom post types.

Below is an example of the steps you would take to create a replica of a commonly used web app - an FAQ:

☐ Create a custom post type (CPT) in WordPress called FAQ.

☐ Create any associated taxonomies, if any, that were present in Adobe Business Catalyst. For example, you may group FAQs into certain categories based on topic. In this situation, you would want to create a Topics taxonomy and associate it with your FAQ CPT.

☐ Once your CPT and taxonomies are in place you can then begin migrating your content, which may include:

- Migrating all content while ensuring it is valid HTML, plus sanitizing and removing extraneous code.

- Create and associate "Topics" to the new taxonomy.

- Update all hyperlinks to relative paths within the new WordPress environment.

- Import all media to the media library and update paths to WordPress equivalents.

- Set post dates and times to match the originals, which will ensure that archiving is done properly.

- Generate redirects for any URLs that may have changed from the original.

Additional considerations.

☐ Menus: Create and set related pages and posts to menus.

☐ Web Forms: Create web forms in plugins such as Gravity Forms and replace in corresponding pages.

☐ Tables: We suggest creating tables in a more maintainable way. In order to do this, we migrate table data to TablePress. This allows content editors of any skill level to easily make copy updates in tables.

☐ Page Templates: If you use page templates in Adobe Business Catalyst and you want to maintain the same design, you can recreate the templates in WordPress and assign them to match existing page relationships.

☐ Photo Galleries: There are a number of photo gallery plugins that you can migrate your gallery images to. However, WordHerd recommends using built-in WordPress functionality whenever possible.

WP engine®

□ Advanced Custom Fields (ACF): If your pages or custom post types require additional data, WordHerd recommends using ACF. In order to do so, you will need to create all fields, associate them with the corresponding post type and then migrate the data.

□ Visual Builders: If you plan on using a visual builder in WordPress, you will need to recreate the layout of each page and place content in its associated location.

These steps are a great guide for migrating from Adobe Business Catalyst to WordPress yourself. However, as you can see, there are many details that can easily be overlooked and/or simply take a lot of time. If you're looking to migrate from Adobe Business Catalyst to WordPress in an automated fashion, WP Engine recommends WordHerd. Get a free proposal from WordHerd here.

About Adobe Business Catalyst.

Adobe Business Catalyst is an all-in-one hosted Content Management System with 100k sites built for digital agencies and business owners. Its unified digital marketing tools allow you to build powerful websites that rank well, are easy to manage, and include the tools you need to run a successful online business.

Adobe announced the End of Life of Business Catalyst by March 2021.

About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England;

WP Engine fast facts.

Founded in 2010 | 90K+ Customers in 150 Countries | Supporting 500K+ WordPress Domains
Serving 2B Page Views/Day | Largest Customer Success Team in WordPress, Available 24/7/365