

## Migration Workshop

When you redesign your website, the glamour is all in the front end. Your new site will be eye-catching and well-organized, delighting prospective students and faculty alike. New content and features will engage visitors, helping to establish critical relationships between your institution and the audiences you're trying to reach. This is high-profile work, and a lot of fun.

But there's less glamorous work to do that is every bit as important as design and feature development—actually building all of the pages that constitute your web presence. While many of our clients hire us to do the first 50 or 100 pages of migration, most academic sites consist of hundreds—usually thousands—of pages. We've created a migration workshop to train your team to do that work as efficiently as possible.

### Solution: Migration Workshop

Essentially the "bookend" to mStoner's content development workshop, our migration workshop walks you through the process of migrating content and helps you design a work plan that makes sense for your team. It includes:

- ▶ how to evaluate your existing content and prioritize which content to migrate first
- ▶ how to build the site from the new IA and page templates
- ▶ how to staff a migration team
- ▶ how to ensure quality control
- ▶ best practices in workflow and communication

At the end of the workshop, you'll have a sound grasp of the migration process and an adaptable plan for getting your new and existing content migrated to the new site.

#### FOR MORE INFORMATION:

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