



УНИВЕРЗИТЕТ
"БОЛЕ РЕПЕР"
ЗЛАТОГРАД

MIGRATION AND REDESIGN OF AN EXISTING WEBSITE TO A NEW SERVER

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Introduction

- A website is a collection of publicly available, interconnected web pages that share a single domain name. These are online pages that you can view using the Internet and web services on a computer or smartphone.
- Together, all publicly available websites make up the World Wide Web
- These pages, known as web pages, contain information or services from businesses or organizations.
- Information can be in different formats such as text, images, videos, audio and animation, and services can be of different types.

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What is a WordPress Website?

- A WordPress (WP) site is any site that uses WordPress as its content management system (CMS). WP powers both the back part of the site and the front part
- There are several types of websites that can be built in WP, some of them are:
 - Blog
 - Website for entertainment
 - E-commerce website
 - News portal
 - Education website
 - Website for business..

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What is a Domain and Hosting

- Domain and hosting are the two most important things needed to create a website.
- The website works when these two things work together.
- We need a domain or hosting to have our website online, open and working.
- And the website should be "public" so that it can be accessed.

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Difference between Domain and Hosting

- In simple terms, the domain name is the name of our website on the Internet. We need to register the name of our site with a domain registration company to get a unique web address.
- So, every website on the Internet has a web address that locates the position on the website. When we enter the web address of the website into our web browser, the browser moves down the network, finds the location of the desired page and presents the information for us.
- This is where web hosting comes in. The storage location where files and content are stored on our website is called web hosting.
- Hosting services are also called web hosts and servers.
- Some of the popular web hosting companies are Hostinger, GreenGeeks, Bluehost, GoDaddy etc.

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WHAT IS WEBSITE MIGRATION

- "site migration" means the whole process of moving from one website to another.
- "migration" is moving content from one platform (your old CMS) to a new platform (your new CMS).
- In short, migration in our case is moving an existing website from one server to another, that is, from one hosting platform to another. Migration is one part of a much larger project. Planning, designing, developing, and moving content all fall under "migration".
- The most common form of site migration is moving from one domain or hosting to another. However, the transition from HTTP to HTTPS and changing the URL structure (page address) are also types of migration.

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- Site migrations fall into these main categories and may include multiple changes from this list:
 - Change to content
 - Structural changes
 - Change to design
 - Software upgrade
 - Changing the platform
- During the initial phase of planning the migration to the site, it is necessary to think about the elements of the huge picture, how the content management system (CMS), visual design and structure of the pages need to be changed. It will be necessary to take time before starting the whole procedure to review the design, structure, and tools and to decide what the site migration plan will cover.

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A well-organized website migration should have these three goals as its focus:

1. Preserving and optimizing for SEO and links
2. Migrating to the entire content
3. Improving the design, performance, or functions of the website

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CHOOSING A NEW HOSTING SERVER

- A big decision should be made after finding a suitable new provider, we should consider that, at some point in the future, we may decide to switch from that hosting service as well.
- In our case, the choice for hosting went to a foreign company
- In our case we are talking about an already existing website, which was previously also hosted by the foreign company Namecheap.
- We change the web hosting provider, which in this case would be GreenGeeks.

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MIGRATION PROCESS

- At the beginning, an additional domain (subdomain) was added, which the system stores as part of our main domain name. This was done with the aim of returning the same name to the domain as it was before, that is, to take away the current temporary name.
- Installing WordPress is not difficult; however, it will take some time. We have hosting from GreenGeeks, where installing WordPress is very easy and takes a few seconds.
- Access to the back end of the site was taken over by the previous registrant. With successful access to the so-called background part of the site, we can see everything that is available there.
- A zip file with a licensed migration plugin has been added to the WordPress dashboard using the Add New option in the Plugins section.

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MIGRATION PROCESS

- After add-on installation, the next step is to select everything that needs to be moved starting from the database.
- After providing the necessary information, the migration is started with the transfer to the 1. Database, 2. Mobile attachments, 3. Themes, 4. Plugins, 5. All other files. With the last transfer of all files, the site was transferred successfully.
- The last and most important step in the entire migration procedure was the email follow-up to Support on the new server to change the name of the primary domain to the original domain.
- Along with that, the domain was pointed to the hosting platform, that means connecting the domain to the hosting to make the site work.
- Finally, an SSL certificate was installed on the server

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SITE REDESIGN

- Redesigning a website generally implies a huge renovation on the pages focused on optimizing the content and structure to improve the user experience [6].
- The theme with which our site got its overall appearance is Avada Builder.
- In addition to the background part, there is an Avada Live Editor option, which was created to complement the default interface for building

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