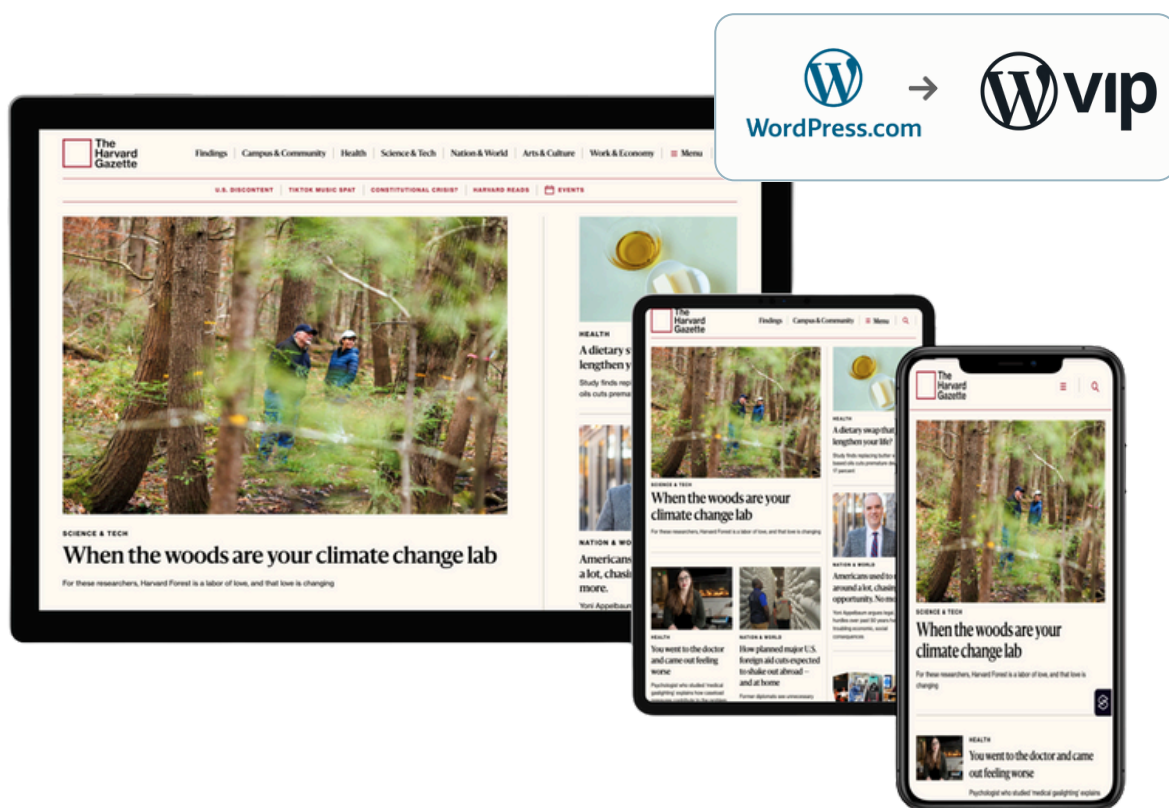


TECHNOLOGY / DIGITAL EXPERIENCE PLATFORMS

Modernizing Harvard Gazette: From Divi to WordPress VIP with a Performance-First Approach



The Harvard Gazette:

The Harvard Gazette is Harvard University's official news publication, covering campus stories, research, and global insights. As a key source of information for the Harvard community, the website required an accessible, high-performance content platform that aligns with modern web standards.



Challenges:

- Migrate the website from Divi-based WordPress to WordPress VIP using the Gutenberg block editor, while preserving existing content structure and layout fidelity.
- Ensure a seamless transition to VIP with zero data loss or site downtime during the migration process.
- Improve site performance and speed by moving away from Divi's heavy builder to Gutenberg's lightweight, native block-based system.
- Streamline the editorial workflow by adopting Gutenberg's flexible block editor and aligning it with WordPress VIP's content governance tools.

Solution:

- Rebuilt all page templates using Gutenberg blocks, ensuring a clean and consistent content structure that reflects the original Divi layouts.
- Migrated content seamlessly to WordPress VIP with zero data loss or downtime, maintaining layout fidelity and functional consistency.
- Optimized website performance by replacing Divi's heavy builder with Gutenberg's lightweight, native editing system.
- Conducted testing with real assistive technologies to validate usability improvements.
- Enhanced editorial workflow by leveraging Gutenberg's modular block system, simplifying content creation and updates for the editorial team.



Results:

- Achieved 30% faster page load times, leading to a smoother user experience and improved visitor retention.
- Improved usability and content clarity, making the site easier to navigate and consume, especially for users relying on assistive technologies.
- Ensured 100% data integrity and zero downtime during the migration to WordPress VIP.
- Enhanced editorial efficiency through the Gutenberg editor, reducing content publishing time.
- Delivered a lighter, more maintainable codebase by eliminating Divi dependency and adopting WordPress-native blocks.



About InfoStride

A global digital transformation company with over **20 years** of seasoned experience. we identify gaps and fill them with state-of-the-art technology solutions. Our solutions are customized to meet the dynamic economic requirements of businesses and government agencies. We have catered to a diverse clientele, including several Fortune 500 companies. We have over **25 US State-Wide contracts** and MSAs and **150 tie-ups** with government organizations that allow us to offer services to a wider range of state and federal agencies across geographies.

Contact Us

 reachus@infostride.com

 [+1-415-360-1700](tel:+14153601700)

 www.infostride.com

Follow us



USA



INDIA



DUBAI



SINGAPORE