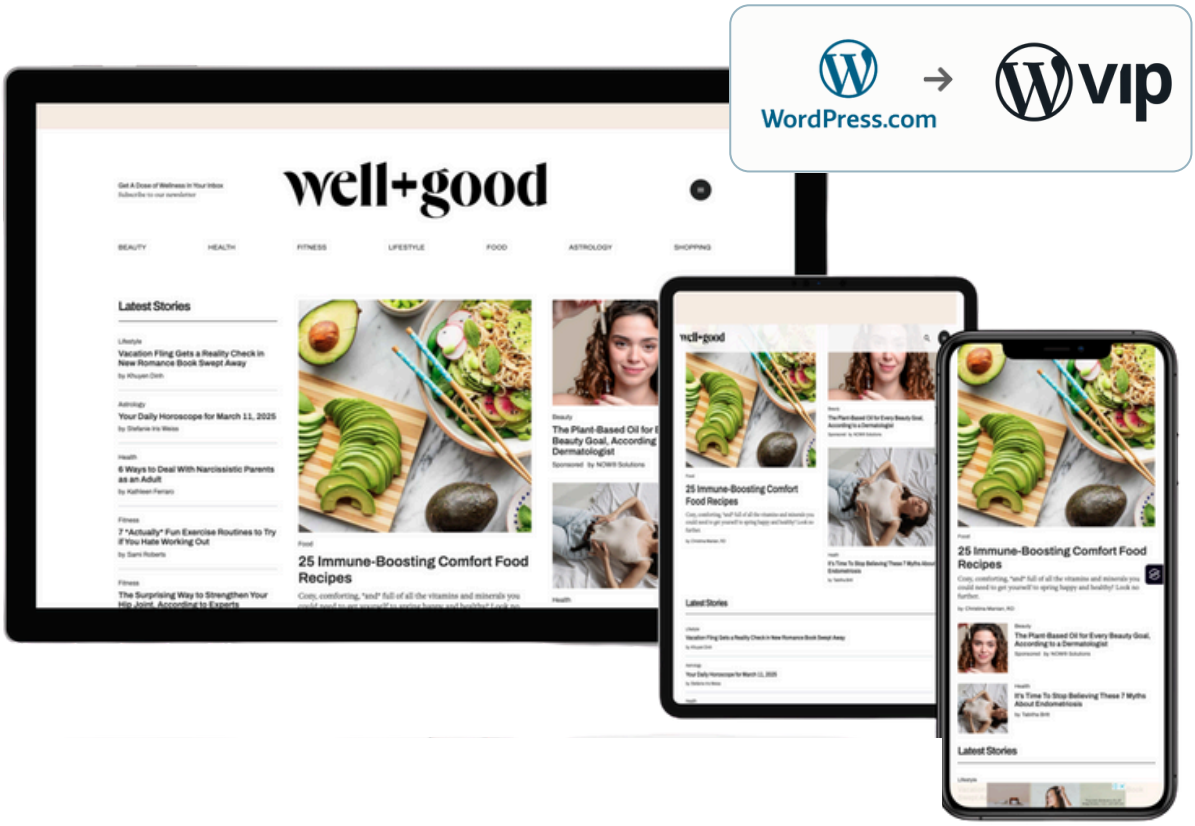
TECHNOLOGY / DIGITAL EXPERIENCE PLATFORMS

Well & Good – Seamless Migration and Performance Upgrade from WordPress to WordPress VIP



About Well & Good:

Well & Good is a leading digital wellness publication, offering expert-driven content on health, fitness, nutrition, and self-care. With a growing readership, they needed a more scalable, high-performing, and accessible website to support their content-driven business.

Challenges:

- Migrating the website from WordPress to WordPress VIP without any data loss or downtime.
- Keeping the existing UI/UX unchanged during the migration (no redesign involved).
- Improving website performance using VIP's infrastructure (CDN, caching, optimized hosting).
- Adapting the site to meet WordPress VIP's strict security and code compliance requirements.
- Preserving all content, user data, and editorial workflows during the transition.

Solution:

- Seamlessly migrated all product data, content, users, and media to WordPress VIP with zero downtime.
- Optimized site performance and page speed by leveraging WordPress VIP's CDN, caching, and scalable infrastructure.
- Enhanced mobile responsiveness to ensure a consistent experience across devices and support growing traffic.
- Maintained all editorial workflows and permissions, ensuring uninterrupted content management post-migration.
- Aligned the codebase with WordPress VIP's security and compliance standards for a stable and secure environment.

Results:

- 100% data integrity preserved during migration — no content loss or downtime.
- Faster page load times and improved performance across devices, especially on mobile.
- Stronger website security and compliance through adherence to WordPress VIP standards.
- Scalable infrastructure ready to support increased traffic and content growth.
- Consistent user experience maintained with no disruption to design or functionality.
- Streamlined content management for editors with existing workflows fully preserved.

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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.

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