



A High AI-Q<sup>™</sup>  
Company



# Enterprise-Grade Web Migration with Custom Accelerator

A leading realty firm's digital leap from WordPress to headless CMS enables a scalable, future-ready platform.

## Overview

- Leveraging our custom Migration Accelerator Tool, we seamlessly executed a comprehensive rebuild and backend transition to Strapi, a headless CMS.
- Rebuilt frontend with Next.js for speed, SEO, and scalability.
- Enabled omnichannel content delivery via API-first architecture.
- Achieved 60% faster load times and 70% reduction in manual migration effort.



## Client Profile

A diversified real estate company that specializes in the development and management of high-end residential communities across the US. With over 4,000 employees and 100,000+ residences managed, its mission is to foster vibrant, community-driven living environments.

## Challenges: Limitations of a Monolithic CMS

The client's core challenge was overcoming the performance, scalability, and flexibility limitations of their monolithic architecture.

- **Slow Performance:** Heavy WordPress theme and numerous plugins degraded UX and SEO.
- **Limited Scalability:** Monolithic setup could not handle frontend/backend scaling independently.
- **Inflexible Architecture:** Constraints inherent in the WordPress ecosystem blocked omnichannel delivery.
- **Manual Migration Risk:** Thousands of assets posed a high risk for data loss and SEO impact.

## Solution: Decoupled Architecture with Strapi

We adopted a headless architecture, decoupling content management from presentation, powered by our proprietary Migration Accelerator. This fundamental shift resolved several limitations and enabled true omnichannel delivery.

The Backend Powerhouse: **Strapi provided a robust, developer-friendly CMS**

- **API-First:** Automatically generated REST and GraphQL APIs made content instantly accessible to any frontend or third-party service.
- **Custom Content Modeling:** Bespoke structures for properties, floor plans, and amenities enabled a streamlined, business-specific editing experience.
- **Role-Based Access Control (RBAC):** Granular permissions ensured secure, role-specific access for marketing teams, property managers, and editors.
- **Open-Source & Self-Hosted:** Full control over data and infrastructure met the company's enterprise security requirements.

The Frontend Engine: **Leveraging Next.js for Peak Performance**

- **Hybrid Rendering (SSG & ISG):** Static Site Generation for stable pages and Incremental Static Regeneration for dynamic listings ensured speed and freshness without server-side overhead.
- **Performance Optimization:** Code splitting, route pre-fetching, and image optimization improved load times and Core Web Vitals.
- **Developer Experience:** A modern, component-based workflow accelerated development and simplified maintenance.

The Bridge: **Our Custom Migration Accelerator**

This custom tool was the **critical link** that automated the complex migration from WordPress to Strapi, ensuring speed, accuracy, and minimal risk.

- **Schema Detection:** Automatically identified WordPress content types and fields.
- **Smart Mapping:** Aligned legacy content with Strapi models.

- **Media & Metadata Handling:** Preserved SEO-critical data and relationships.
- **Scalability & Custom Workflows:** Adaptable to any instance size, with extensible logic for specific needs.

## Benefits Realized

- 60% Faster Load Times: Improved Lighthouse score from 65 to 95+.
- 70% Less Manual Effort: Automated migration saved thousands of hours.
- Improved SEO: Better rankings via faster pages and preserved metadata.
- Faster Development Cycles: Decoupled teams can now deploy backend/frontend independently.
- Omnichannel Ready: Strapi APIs can now power mobile apps and digital kiosks.