

MIGRATING A LEGACY WORDPRESS SITE: THE ARM RECORD

A real migration, completed 4 October 2026 — with the before archived, the method published, and no metrics we can't back.

Silviu Preoteasa · Soliber Net Limited, Dublin

THE PROBLEM

A WORKING BUSINESS, A DEAD WEBSITE

Advanced Radio Mapping measures visitor movement at physical events — ~5,000 of them since 2017, including UEFA and Wimbledon.

The business worked. The website did not. In October 2026 it was still a 2017-era WordPress build:

- a placeholder phone number live on the team page
- COVID-era menus, five years on
- inconsistent product labels
- content invisible to AI crawlers

WHY IT HAPPENS

NOBODY IS LAZY. THE STACK IS EXPENSIVE.

On a page-builder stack every edit is manual and every plugin update is a risk — so edits stop happening.

The site decays until it misrepresents the business it fronts.

Most B2B operators recognise this site. Many of you are running it right now.

WE MIGRATED OUR OWN SITE FIRST

Advanced Radio Mapping is our own venture — one of three separate Irish companies under common founders, disclosed on every case study.

The method below wasn't designed for a brochure. It ran in production on 4 October 2026, and the evidence is public: the old site is archived, the new one is live.

Check, don't trust: [web.archive.org](https://web.archive.org/capture/13-May-2026/advancedradiomapping.com) capture, 13 May 2026 vs advancedradiomapping.com today.

"MIGRATED" MEANS IT PASSES 8 CHECKS

- 1** Full readable content with JavaScript disabled — what AI crawlers actually see.
- 2** No horizontal overflow at 375px; menus navigate; forms usable.
- 3** Every metric carries its source and date, on the page.
- 4** Structured data present, parseable, matching the visible content.

THE CHECKS RUN EVERY DEPLOY

- 5 HTML no-cache; hashed assets immutable; CDN purged on deploy.
- 6 Statutory company details visible on every page.
- 7 A placeholder cannot ship — the build fails while one remains.
- 8 Unique title and description per page; sitemap and canonicals present.

A script, not a checklist: the site ships only green.

INVENTORY THE TRUTH. ARCHIVE THE BEFORE.

1. Inventory. Crawl the legacy site and tag every claim: verified, unverifiable, or wrong. On ARM this surfaced the placeholder phone before any design work. AI does the crawl; a human owns the verdicts.

2. Archive. Confirm a Wayback capture of the old site and take a fresh one at cutover. A migration case study without the before is just a screenshot of a website.

CONTENT AS DATA. RENDER ON THE SERVER. CUT OVER CLEAN.

3. Every factual claim lives in one data file with its source and date; pages render from it. Staying true becomes a one-line edit.

4. Server-rendered build: full content in raw HTML, nothing a crawler cannot read, no adjective without a mechanism.

5. Run the 8 checks, then cut over with the CDN cache purged — we've been bitten by a stale deployment once; now it's procedure.

BEFORE → AFTER

Page-builder HTML, assembled client-side

→ Server-rendered; readable without JavaScript

Placeholder phone on the team page

→ A placeholder cannot ship (check 7)

COVID-era pages live in 2026

→ Product set reduced to what sells now

No statutory footer

→ Company details on every page, CRO-verified

Anchors: tech 2015 · ARM born Austin, Aug 2017 · incorporated 02/02/2018 (CRO 620229) · archived 13 May 2026 · migrated 4 Oct 2026.

WHAT WE WON'T CLAIM YET

No traffic, ranking or conversion numbers in this document — the migrated site has been live for a day.

The market is full of percentages with no denominator on week-old domains. We'd rather publish a small true number late than a big unverifiable one now.

Coming to the case study, dated, as they accrue: Search Console coverage, Core Web Vitals, monthly crawler-visibility reruns.

CHECK YOUR OWN SITE THE WAY AI CRAWLERS DO

Our free audit tool fetches any URL without executing JavaScript and reports what is actually visible — with a verdict in plain language. AI-assisted, labelled as such.

SOLIBER.NET/AUDIT