

# Website Performance Project

## 1. Project Overview & Goals

We are seeking an experienced WordPress development contractor/agency to significantly improve the performance of our current website. The primary method to achieve this will be migrating the website from its existing Beaver Builder (BB) and MegaMenu plugin-based architecture to WordPress's native Gutenberg block editor.

The key goals for this project are:

- Improve Core Web Vitals and overall site speed for SEO.
- Reduce reliance on page builder plugins (Beaver Builder, Ultimate Addons for BB) and MegaMenu by transitioning to Gutenberg blocks and a lightweight theme.
- Optimize HTML, CSS, and JavaScript delivery.
- Ensure a smooth transition with minimal disruption to SEO and existing URL structures.
- Decommission outdated or problematic plugins (e.g., Custom Permalinks) while preserving functionality.

## 2. Current Website Situation

- **Current CMS Stack:** WordPress Beaver Builder (Pro), Beaver Themer, MegaMenu (Pro), Ultimate Addons for Beaver Builder, Bootstrap 4.6.1.
- **Identified Issues:** These plugins contribute to excessive HTML/CSS/JS, negatively impacting performance. The Custom Permalinks plugin is unsupported and causes linking issues.
- **Content Volume (as of May 2025):**
  - Pages: 245 (require individual migration)
    - TBD: Identify pages with higher difficulty/customization (e.g. / (homepage), /pricing, /contact-us, /developer) vs.

Pages that are more templatized (/broadcasters, /publishers)

- Blog Posts: 702 (expected to be largely template-based migration)
- News Posts: 459 (expected to be largely template-based migration)
- Auth Ads: 22 (expected to require minimal/no work)

### 3. Scope of Work

#### 3.1. Theme Implementation & Setup

- Implement a lightweight, performance-focused starter theme.
  - **Our Preferred Options:** Air (<https://airwptheme.com/>), Flynt (<https://flyntwp.com/>), Sage (<https://roots.io/sage/>).
  - **Open to Considering:** GeneratePress, Astra, or other similar high-performance themes if a strong case can be made.
- Development and staging environment will already be set up in WP Engine
- The chosen theme should serve as a clean base for Gutenberg block development.

#### 3.2. Content Migration from Beaver Builder to Gutenberg

- **Strategy:** We are open to other suggestions, but we are focused on two options for our migration strategy pending available resources
  - **Start from scratch with a new theme and dev server:** Manually rebuild/migrate all 245 existing Pages from Beaver Builder modules/layouts to equivalent Gutenberg blocks, ensuring content fidelity and responsive design.
  - **Slowly work on live site:** We can move over pages from the Beaver Builder WYSIWIG into Gutenberg and maintain the same look and feel allowing for a simple switch of themes for deployment.

#### 3.3. Navigation Redevelopment

- Disable the Max Mega Menu plugin (and Pro Addon).

- Rebuild the website's navigation menu using performant HTML, CSS, and JavaScript.
- The new navigation should be directly integrated into the theme's header template (e.g., header.php or similar via hooks) rather than relying on WordPress's built-in menu system if it offers significant performance gains, or a highly optimized standard WordPress menu. The visual design should replicate the existing navigation structure and appearance.

### 3.4. Plugin Decommissioning & Replacement

- Safely deactivate and remove the following plugins:
  - Beaver Builder Plugin (Pro Version)
  - Beaver Themer
  - Max Mega Menu
  - Max Mega Menu - Pro Addon
  - Ultimate Addons for Beaver Builder
- **Custom Permalinks Plugin:**
  - Remove the "Custom Permalinks" plugin.
  - Ensure that all existing URL structures are maintained. This will likely involve:
    - Updating folder structure to mimic plugin layout
    - Reviewing and adjusting WordPress permalink settings.
    - Potentially implementing 301 redirects for any URLs that cannot be perfectly matched through WordPress's native permalink structure.
    - Thoroughly testing all internal and external links post-migration.

### 4. Optional Pre-Project Step (Internal Responsibility)

- **Content Pruning:** We may undertake a content audit and pruning exercise internally to reduce the number of pages/posts needing migration. This will be communicated before the project

commencement if applicable. This is not part of the contractor's scope but may reduce their workload.

- **Potential design changes:** Our website is constantly being updated and pages may alter designs during the process of this project.
- **Navigation UX update:**

## 5. Deliverables

- A fully functional WordPress website migrated to the Gutenberg editor and a new lightweight theme.
- All content successfully migrated from Beaver Builder to Gutenberg blocks.
- A new, performant navigation menu.
- Decommissioning of the specified plugins, with functionality preserved or appropriately replaced.
- Maintained URL structures and SEO integrity.
- Documentation of any custom code, new processes, or complex block setups.
- Demonstrable improvement in website performance metrics.