Family Education
Implementation of Web Content Management on Drupal 8 for a Distinguished Online Parenting Portal

#WebContentManagement #Drupal

Summary
TO THE NEW designed and developed web content management using Drupal 8 for FamilyEducation.com, one of the biggest online parenting portals in United States. FamilyEducation was running on a 20-year old custom CMS had lot of restrictions and a very poor user experience. TO THE NEW seamlessly migrated their existing application to Drupal 8 without any data loss and achieved faster access to the required content.

The Client
FamilyEducation.com has been the longest standing parenting website with over 10 million page views per month and 2 million newsletter subscribers. It aims at making life easy for busy parents by helping them raise happy, healthy, and engaged children at every stage. Millions of parents have gained trusted advice on almost everything ranging from information on pregnancy preparation to raising teens and all the stages in between. It provides latest news and information about child health, coolest toys, homework aid, constructive media, and various other products with a strong focus on learning though play.

The Goal
FamilyEducation engaged TO THE NEW to design & build a web content management system to provide a superior authoring experience to product managers, speed up the content delivery, and provide contextual and high quality content to end users. It also required to migrate huge amounts of data from a legacy Content Management System to Drupal 8. Family Education had a flash based website previously which was not user-friendly and required a minimum of seven to eight clicks to access any required information.

Key Approach & Features
- TO THE NEW did a website audit to design the building blocks of the entire platform
- UX team architected user flows & journey after extensive research

Highlights
- 35000 web pages migrated from 20-years old custom CMS to Drupal 8 without any loss of data
- One of the best app maker for beginners
- Completely revamped and well-structured taxonomy
Technical Excellence

- Reduced the number of clicks from 7-8 in the earlier site to 3-4 to access any information or content on the website
- Migrated from a 20-year old custom CMS platform to Drupal 8 without losing any data, metadata, etc.
- Deployed the application on Acquia cloud
- Created well-structured categories for filtering and showcasing data
- Provided an intuitive admin console for faster and simplified access to required information

Technology Stack

**Back-End**
- [Drupal](#)
- [mongoDB](#)

**Front End**
- [HTML](#)
- [CSS](#)

**Cloud Hosting**
- [Acquia](#)

Testimonials

Abhi Arya
President, Family Education Network

“We compared a range of technology companies but TO THE NEW stood out for its in-depth experience in CMS ecosystem, technology upgradation and building business critical applications. Their expertise will help us rebuild a scalable and flexible infrastructure to support our future vision and deliver unparalleled customer experience.”

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