

1. THE VISION: A "Virtual Concierge" Experience

Viceroy Bali is an ultra-high-end resort. To match its physical excellence, the digital entry point must be more than a website—it must be a high-performance **Virtual Concierge**. Our goal is to move from a "one-size-fits-all" software (WordPress) to a bespoke, proprietary architecture that maximises speed, security, and prestige.

2. THE CURRENT BOTTLENECKS

Our current WordPress infrastructure on a shared VPS has reached its performance ceiling:

- A. **Time to First Byte (TTFB):** Long delays in serving initial data due to shared server resources and the inherent "PHP/Database lag" of WordPress.
- B. **Infrastructure Gaps:** Lack of load balancing, server-level object caching (Redis), and geographical optimization. Currently, a guest in NYC or London experiences the site significantly slower than someone in Asia.
- C. **The "WP Baggage":** Decades of legacy code, plugin bloat, and database fragmentation make even "optimized" WP sites feel heavy.
- D. **Security Risk:** Standard WordPress is a high-visibility target. Moving away from it reduces our attack surface by 99%.

3. THE STRATEGY

Phase 1: Stabilization (Interim)

Since the site is not "broken," we will first stabilise performance without changing the codebase:

- A. **Move to Dedicated Infrastructure:** Migrate the existing site to a high-frequency **Google Cloud (GCP)** or **Managed VPS** instance.
- B. **Plugin Audit:** Strip non-essential code to gain "quick-win" speed points.

Phase 2: The Bespoke Rebuild (Next.js + Headless CMS)

We recommend a complete departure from the WordPress monolith.

- A. **The Tech Stack: Next.js (Frontend) + Contentful (Headless CMS).**
- B. **Performance Sovereignty:** By removing the WP engine, the site becomes a collection of pre-rendered, static-feeling pages that load **instantly**.
- C. **User Experience (UX):** Seamless transitions (no page-refresh white flashes) create a "luxury app" feel.
- D. **Security:** There is no database connected to the frontend. It is functionally unhackable.
- E. **Future Proof:** Longer lasting, easily maintainable tech stack and design changes. Gen AI addition ready.

4. EXECUTION & SEO PRESERVATION

To address valid SEO concerns, we follow a "**Zero-Impact**" **Migration Protocol**:

- A. **Staging Environment:** The new site is built and tested in a private "sandbox" for 4+ weeks. **Google will not see this site until it is 100% verified.**
- B. **Server-Side Rendering (SSR):** Using Next.js SSR, we ensure search engines receive full HTML instantly, exactly as they do with WordPress today.
- C. **The 1:1 Mirroring Principle:**
 - **URL Structure:** 100% parity or 301 redirects for every single link.
 - **Metadata:** Precise migration of all H1s, Meta Titles, Descriptions, and Schema (Rich Snippets).
 - **Visual Continuity:** The initial launch will mirror the current design to maintain user "stay time" signals.
- D. **The "Flip of the Switch":** We only migrate once the Next.js site outperforms the WP site in **Core Web Vitals** (LCP, INP, CLS) in every global market through testing.

5. BUSINESS ADVANTAGES

- A. **Higher Conversion:** A 1-second delay in page load can reduce conversions by up to 20%. Moving to React is a direct investment in the booking engine.
- B. **Lower Total Cost of Ownership (TCO):** Once built, a headless site requires significantly less maintenance (no weekly plugin patches or theme breakages).