

Isha Migration Document

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Approved by:

Date

Prepared by:

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4th October 2016

Date

Introduction

Documenting the process of migration strategy and integration of other dependant / core features & modules. Support with a flexible framework and organize the implementaion strategies.

Requirement

Migrate and Consolidate Different Wordpress Sites to one Single Drupal Website.

Challenges

- The site is a multilingual blog site with defined categories.
- Shortcodes were used to display special type of content with added Wordpress plugins, and had added attributes like text , source path & links and html content defined in shortcode.
- Closing tags for few shortcodes were omitted, e.g. [dropcap]T where it should have been [dropcap]T[/dropcap]
- Videos were Embedded in shortcodes.
- Shortcodes had to be identified seperately for implementation
- Over 30 Shortcodes were used in about 6000 articles
- Sliders, Galleries and Featured Images.
- Embedded Videos in content
- Podcasts (a digital audio file made available on the Internet).
- Embeded Comments with Disqus
- E-Commerce
- One to one Migration of the articles.
- Recreating the users and their respective roles and permissions
- WXR export to XML File. (Wordpress eXtended Rss)
- Search Implementation.
- Comments
- Caching of the Pages
- SEO Pages

Solutions / Suggestions

A CMS with high

- Reliability
- Flexibility
- Secure
- Robust & Convenient
- Highly Scalable
- Low Learning Curve
- Support for existing blogs
- Multilingual Support
- Ecommerce
- Memcached

✓ Drupal would be the right choice that supports the above Features.

Implementation Plan

Code Deployment

Git

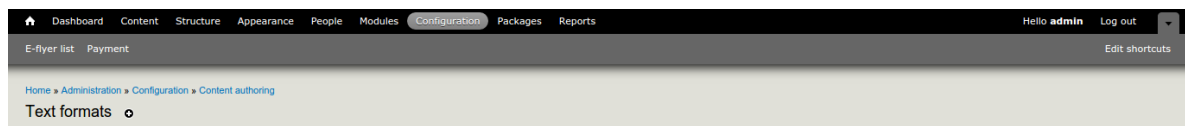
- Initialize git in a directory
- Create a Branch in local
- Add files to the branch
- Commit changes into branch
- Push local changes into Repo Server
- Get the Development branch code to local branch

Content Types

- Create separate content types to hold various articles for example the blogs in the website had a slider, or a Gallery or a Featured Image on every single page depending on the type of the article
- The Container had to be created keeping in view the article in the wordpress site.

Shortcodes

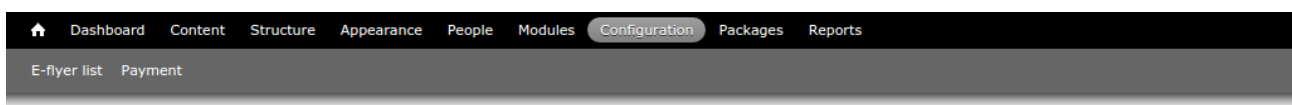
- ✓ Custom Shortcode should be developed to support Wordpress Shortcodes
 - Support for the special contents had to be created and implemented accordingly.
 - Download the stable version and enable the Shortcode module from <https://www.drupal.org/project/migrate>
 - Enable the checkbox for Shortcodes, and Shortcodes - html corrector (Enable only if you using wysiwyg editor.)



There are security updates available for one or more of your modules or themes. To ensure the security of your server, you should update immediately! See the [available updates](#) page for more information and to install your missing updates.

Text formats define the HTML tags, code, and other formatting that can be used when entering text. **Improper text format configuration is a security risk.** Learn more on the [Filter module help page](#).

Text formats are presented on content editing pages in the order defined on this page. The first format available to a user will be selected by default.



articles admin

Enabled filters

☐ Limit allowed HTML tags

☐ Display any HTML as plain text

☐ Replace tokens

The usage of this filter should be restricted to trusted users only as tokens with sensitive data could be exposed.

☒ Shortcodes

Provides WP like shortcodes to this text format.

☒ Shortcodes - html corrector

Trying to correct the html around shortcodes. Enable only if you using wysiwyg editor.

☒ Video Embedding

Replaces [VIDEO::http://www.youtube.com/watch?v=someVideoID::aVideoStyle] tags with embedded videos.

☐ PHP evaluator

Executes a piece of PHP code. The usage of this filter should be restricted to administrators only!

Illustration 2: Enable Shortcodes

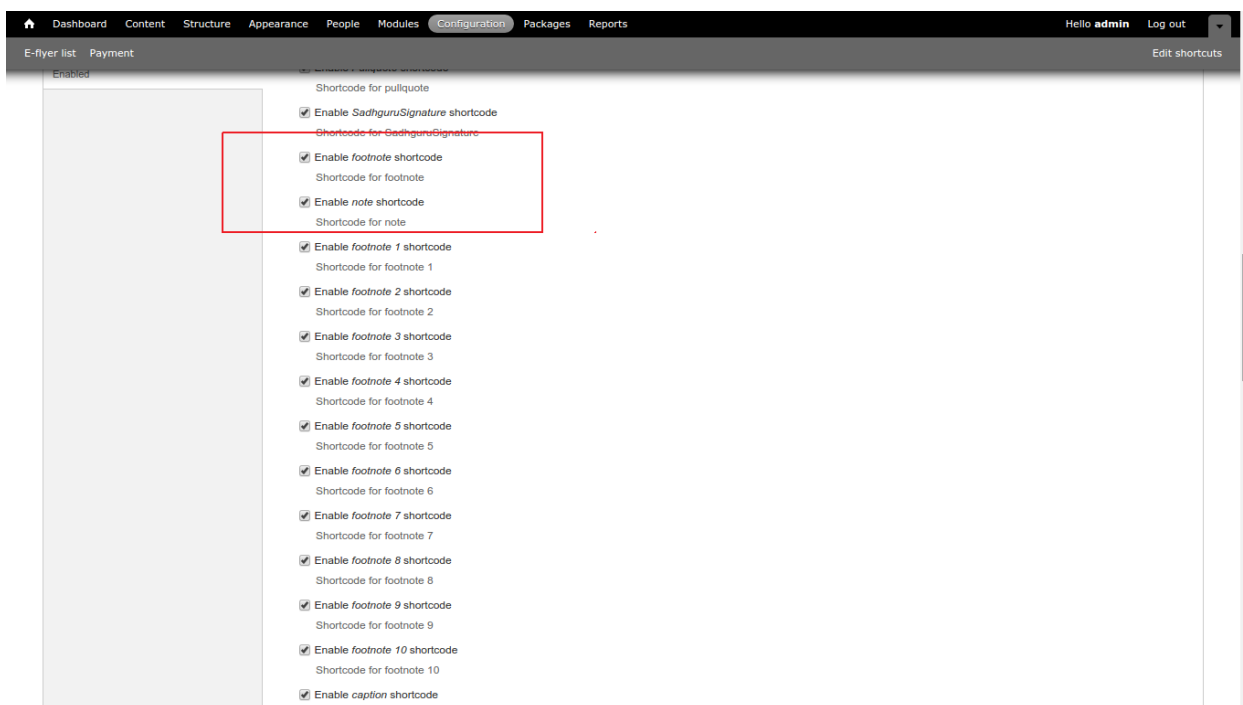


Illustration 3: Enable Shortcodes

- Search for Filter settings
 - a. Click on Shortcodes Tab
 - b. Enable desired Shortcode by clicking on the checkbox for, e.g. Enable footnote shortcode , Enable note shortcode
 - c. Save Configuration
- Go to content editor / cck editor and type / copy paste the below
 - a.

[dropcap]T[/dropcap]his culture draws its roots on profound observations of the human system and its relationship with the Earth
 - b.

[footnote]

[note number="1"]The Inner Way is a rare opportunity to imbibe the timeless science of yoga from Sadhguru. The retreat held amidst the serene surroundings of Isha Yoga Center at the Velliangiri Foothills i2 Southern India offers scientifically structured methods to optimize health and wellbeing on every level.

[/note]

[note number="2"]The Inner Way is a rare opportunity to imbibe the timeless science of yoga from Sadhguru. The retreat held amidst the serene surroundings of Isha Yoga Center at the Velliangiri Foothills in Southern India offers scientifically structured methods to optimize health and wellbeing on every level.

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Illustration 4: output for the Footnote & note Shortcode

Code

- Code Snippet for divider shortcode
 - Defined in the module file

```
function custom_shortcodes_shortcode_info() {
    $shortcodes['pullquote'] = array(
        'title' => t('Pullquote'),
        'description' => t('Shortcode for pullquote'),
        'process callback' => 'custom_shortcodes_shortcode_divider',
        'tips callback' => 'custom_shortcodes_shortcode_divider_tip'
    );
}
```
 - The Tips Callback Method in the include file

```
function custom_shortcodes_shortcode_divider_tip($format, $long) {
    $output = array();
    $output[] = '<p><strong>' . t('[divider]text[/divider]) . '</strong>';
    $output[] = t('divider') . '</p>';
    return implode(' ', $output);
}
```

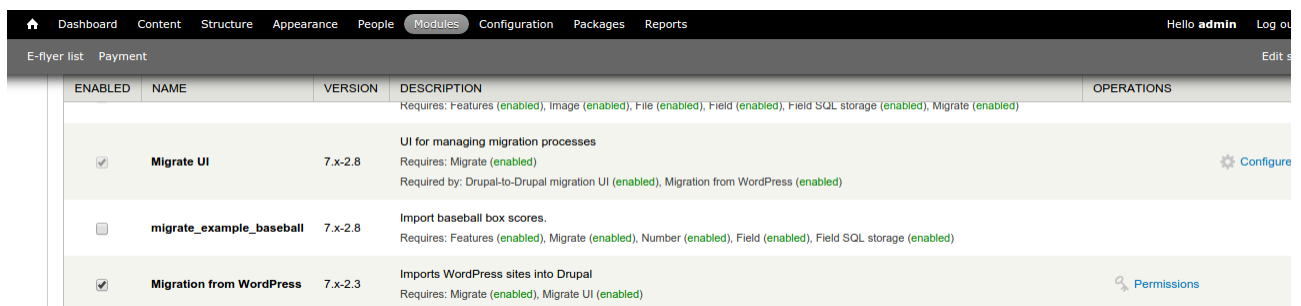
- Process Callback Method


```
function custom_shortcodes_shortcode_divider($attrs, $text) {
    $attrs['type']="";
    if(is_array($attrs))
        extract($attrs);
    return '<div class="isha-divider ' . $attrs['type'] . '"></div>';
}
```

Migration

Import from Wordpress

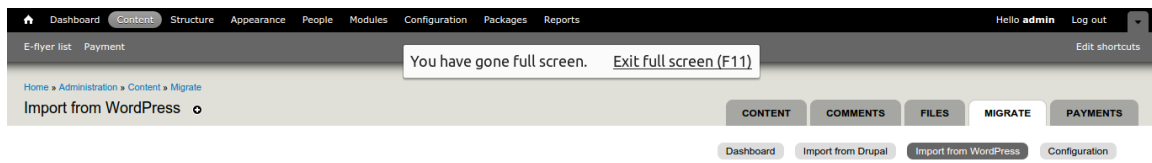
- ✓ Migration Module
 - WXR / the exported xml file from the wordpress site is used.
 - A flexible framework to migrate content from other sources like wordpress, out-of-the-box support for creating core drupal objects like nodes, users, files, terms and comments.
 - Migration Module



ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
			Requires: Features (enabled), Image (enabled), File (enabled), Field (enabled), Field SQL storage (enabled), Migrate (enabled)	
<input checked="" type="checkbox"/>	Migrate UI	7.x-2.8	UI for managing migration processes Requires: Migrate (enabled) Required by: Drupal-to-Drupal migration UI (enabled), Migration from WordPress (enabled)	Configure
<input type="checkbox"/>	migrate_example_baseball	7.x-2.8	Import baseball box scores. Requires: Features (enabled), Migrate (enabled), Number (enabled), Field (enabled), Field SQL storage (enabled)	
<input checked="" type="checkbox"/>	Migration from WordPress	7.x-2.3	Imports WordPress sites into Drupal Requires: Migrate (enabled), Migrate UI (enabled)	Permissions

Illustration 5: Enable Migrate Modules as Shown

- once the modules are enabled go to the content creation page
- On this page you will find a new “**Migrate**” tab added to the tabs on top on clicking this will take you to the migration configuration page.
- Here two or three menu links give an option for viewing the
 - **Dashboard** - View the Migration Dashboard
 - **Import From Wordpress** – Migrate to Drupal from wordpress
 - **Configuration**
 - if Migrate_d2d (drupal to drupal) module is enabled then you can also find “**Import from Drupal**” Link



Step 1: Upload blog

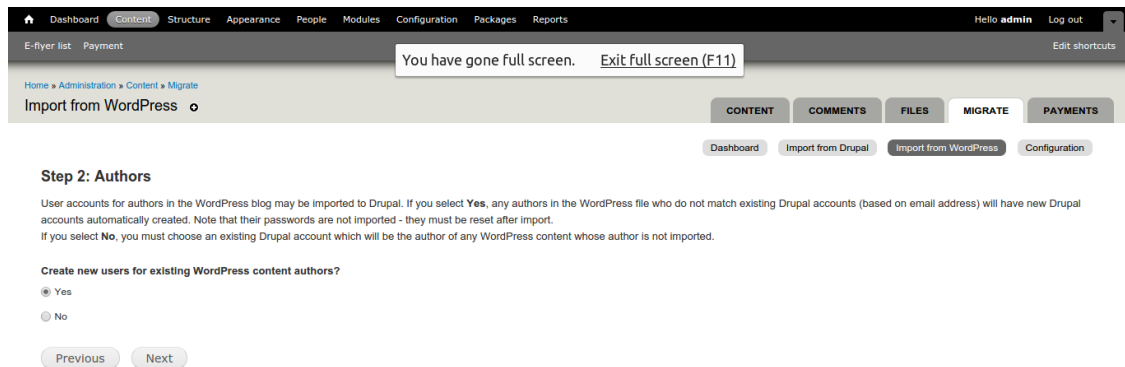
This wizard supports importing into your Drupal site from a WordPress blog. To be able to use this wizard, you must have the address and credentials of the WordPress blog, or an XML file exported from the blog.

You will be led through a series of steps, allowing you to customize what will be imported into Drupal and how it will be mapped. At the end of this process, a migration job will be generated and you will be left at the Migrate dashboard, from which you can perform the import, monitor its progress, roll it back, etc.

You have the [Media module](#) enabled - to take advantage of Media features, you need to also install and enable the [Migrate Extras module](#).

☒ Import from a file ☐ Import from a URL

- Few Parameters have to be set based on the Categories
- Following Screens Depict the same



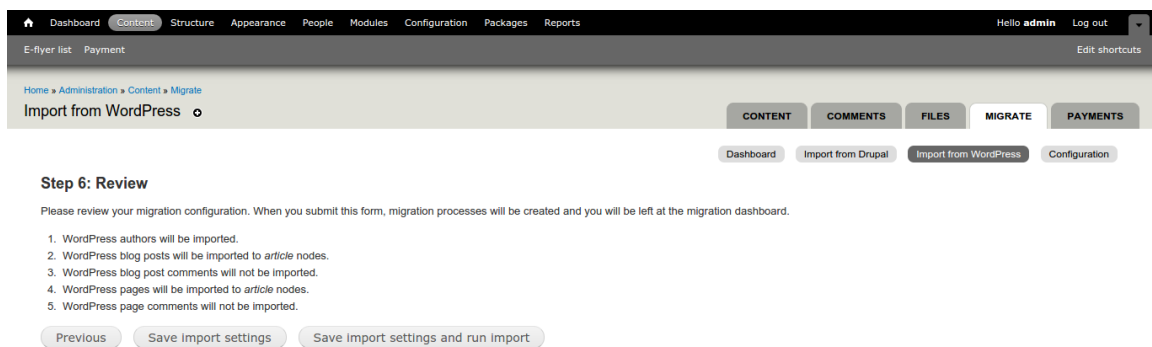
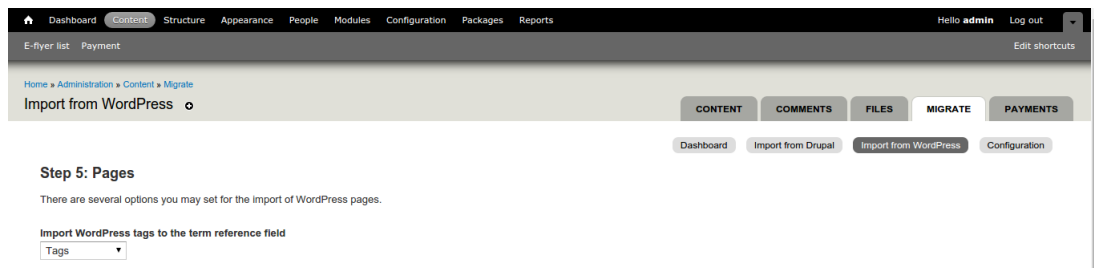


Illustration 8: Final Step - Import Confirmation Page

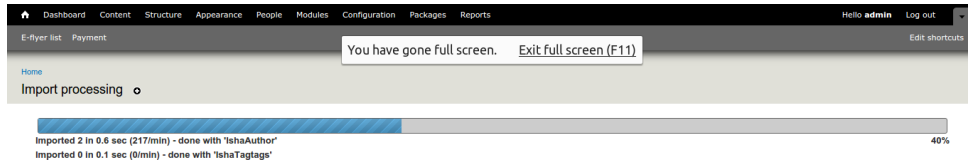


Illustration 9: Importing . . .

- If any fields are not mapped or not imported, during migration, these fields have to be manually Mapped / Imported in the Migrate Module
 - For E.g. The Images in the content may be mapped but may not be imported as the XML File do not contain Images, These short-falls would have scripted in the code, below is a short snippet of importing image into the destination folder
 - in **sites/all/modules/migrate/plugins/destinations/node.inc**, below snippet demonstrates fetching of Slider images by scraping **from the source URL**

```

public function import(stdClass $node, stdClass $row) {
    $scraip = true;
    $urlArr= explode('=', $result['guid']);
    $amazonurl = 'http://ishadev.s3.amazonaws.com/field/image/';
    $fimgurl = $amazonurl.'feature_image_'.$urlArr[1].'.jpg';
    $simgurl = $amazonurl.'slider_image_'.$urlArr[1].'_0.jpg';
    if(@getimagesize($simgurl)) {
        $scraip = false;
        for($i = 0; $i<=10;$i++){
            $sliderimgurl = $amazonurl.'slider_image_'.$urlArr[1].'_'.$i.'.jpg';
            if(@getimagesize($sliderimgurl)){
                $imagesArr['sliderImages'][] = $sliderimgurl;
            }else{
                break;
            }
        }
    }
}

```

- Mapping of the Content Fields to the Drupal Content Fields. e.g. Mapping the slider images and Featured images separately with the actual content.
- Scraping and uploading these images(Slider / Featured Images) during migration of each article to the Amazon S3 server.
- Yoast SEO for Drupal.

Widgets / Components

- ✓ Custom Widgets for reusability.
 - 30 Components were identified as reusable components
 - Shortcodes for the widgets
 - Taxonomy terms were created .
 - Styles based on these components
 - Can be reused on any page or container by typing in an editor

Apache Solr

Introduction

Apache Solr is a search platform focused on delivering enterprise class, high performance search functionality. The Apache Solr Drupal integration module makes it relatively easy to replace Drupal core search with this external search platform. Apache Solr runs as a separate service from the web server and the database, so requires some extra resources. Normally this means a dedicated server rather than cheaper shared hosting. The fact that it is separate means that it can scale independently of the other two services, from being run on its own dedicated server through to its own cluster. Facets are attributes of content that allow filtering alongside the user's search query. High traffic sites running search queries against the database can start

to degrade the site's overall performance if the database becomes the bottleneck. This is also true for lower traffic sites with lots of content. Complex search queries can be slow to run. Lucene is the internal indexing and search library that Apache Solr uses to deliver its search functionality, Solr can be considered the 'service' wrapper around the Lucene engine.

Solr Search

- Advanced Full-Text Search Capabilities
- Optimized for High Volume Traffic
- Highly Scalable and Fault Toler
- Easy Monitoring
- Near Real-Time Indexing
- Flexible and Adaptable with easy configuration

Solr Implementation

- unzip the Tar file to /opt/
- install JDK
- sudo /opt/solr/bin/solr start
- sudo /opt/solr/bin/solr create -c drup

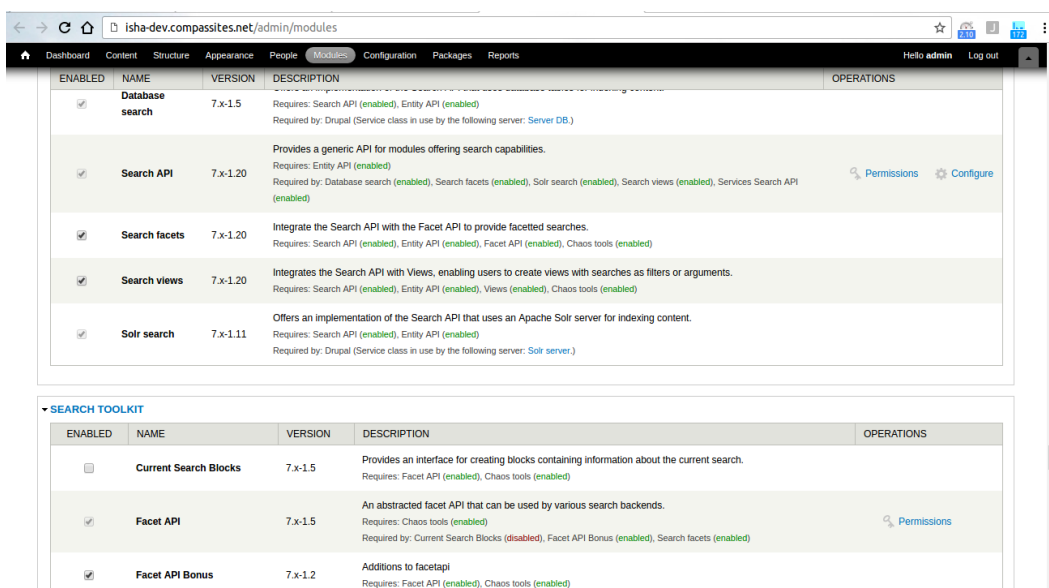
Drupal Search API

- Should use Drupal search core module only when performance do not matter (as it's using database backend)
- Site is not so complex (in terms of search functionality).

Search API

- ✓ Install and Enable
 - Database Search, Search API, Search Facets, Search Views, Facet API, Facet API Bonus
- ✓ Configure the DB Server
 - admin/config/search/search_api/server/server_db/edit
- ✓ Configure the Index
 - admin/config/search/search_api/index/dbindex/fields
 - Select all entity fields need to be indexed
 - Use Case Isha, fields selected are- Content type, Title, Language, Date changed, number of views, entity html output, the main body text->Text, the main body text->Summary, youtube video->video_url. --> Pic 4 and
- ✓ Set up the Filters
 - admin/config/search/search_api/index/dbindex/workflow
 - Use Case Isha, filters selected are- Bundle filter, Language control, Complete entity view, Ignore case, HTML filter

- Facet Setup
 - admin/config/search/search_api/index/dbindex/facets
 - Use Case Isha, filters selected only- Content type
- DB Index->Facets->Content type->configure filter
 - admin/config/search/facetapi/search_api%40dbindex/block/type/filters
 - In Isha configure filter used only on-> Content type
 - Enable checkbox-> Rewrite facet item
 - Code is at custom_features_facet_items_alter()
 - Path->sites/all/modules/custom/custom_features/
- Follow Screen Shots for better understanding

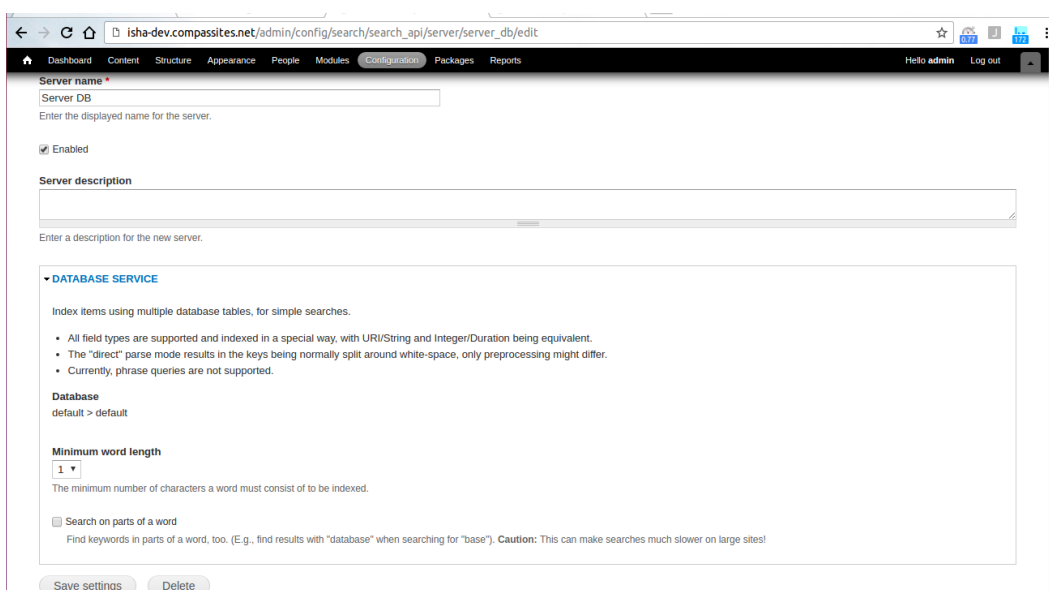


The screenshot shows the 'Modules' page in the Drupal administration interface. It lists several modules related to search, all of which are enabled. The modules are:

ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input checked="" type="checkbox"/>	Database search	7.x-1.5	Provides a generic API for modules offering search capabilities. Requires: Search API (enabled), Entity API (enabled) Required by: Drupal (Service class in use by the following server: Server DB)	
<input checked="" type="checkbox"/>	Search API	7.x-1.20	Provides a generic API for modules offering search capabilities. Requires: Entity API (enabled) Required by: Database search (enabled), Search facets (enabled), Solr search (enabled), Search views (enabled), Services Search API (enabled)	Permissions Configure
<input checked="" type="checkbox"/>	Search facets	7.x-1.20	Integrate the Search API with the Facet API to provide faceted searches. Requires: Search API (enabled), Entity API (enabled), Facet API (enabled), Chaos tools (enabled)	
<input checked="" type="checkbox"/>	Search views	7.x-1.20	Integrates the Search API with Views, enabling users to create views with searches as filters or arguments. Requires: Search API (enabled), Entity API (enabled), Views (enabled), Chaos tools (enabled)	
<input checked="" type="checkbox"/>	Solr search	7.x-1.11	Offers an implementation of the Search API that uses an Apache Solr server for indexing content. Requires: Search API (enabled), Entity API (enabled) Required by: Drupal (Service class in use by the following server: Solr server)	

Below the main table, there is a section for the 'SEARCH TOOLKIT' with the following modules:

ENABLED	NAME	VERSION	DESCRIPTION	OPERATIONS
<input type="checkbox"/>	Current Search Blocks	7.x-1.5	Provides an interface for creating blocks containing information about the current search. Requires: Facet API (enabled), Chaos tools (enabled)	
<input checked="" type="checkbox"/>	Facet API	7.x-1.5	An abstracted facet API that can be used by various search backends. Requires: Chaos tools (enabled) Required by: Current Search Blocks (disabled), Facet API Bonus (enabled), Search facets (enabled)	Permissions
<input checked="" type="checkbox"/>	Facet API Bonus	7.x-1.2	Additions to facetapi Requires: Facet API (enabled), Chaos tools (enabled)	



The screenshot shows the configuration page for the 'Server DB' in the Search API configuration. The page includes the following fields and options:

- Server name:** Server DB
- Server description:** Enter the displayed name for the server.
- Enabled:** ☒
- Database service:** Index items using multiple database tables, for simple searches.
 - All field types are supported and indexed in a special way, with URI/String and Integer/Duration being equivalent.
 - The "direct" parse mode results in the keys being normally split around white-space, only preprocessing might differ.
 - Currently, phrase queries are not supported.
- Database:** default > default
- Minimum word length:** 1
 - The minimum number of characters a word must consist of to be indexed.
- Search on parts of a word:** ☐
 - Find keywords in parts of a word, too. (E.g., find results with "database" when searching for "base"). **Caution:** This can make searches much slower on large sites!

At the bottom, there are buttons for 'Save settings' and 'Delete'.

← → ↺

isha-dev.compassites.net/admin/config/search/search_api/index/dbindex/edit

☆

🔍 🌐 📄

⋮

Dashboard Content Structure Appearance People Modules **Configuration** Packages Reports

Hello admin Log out

Index name *

DBIndex

☒ Enabled

Index description

Server

Server DB ▾

Select the server this index should reside on.

DATASOURCE OPTIONS

Bundles

☒ Articles

☐ Banner

☐ Basic page

☐ Blog entry

☐ Books

Restrict the entity bundles that will be included in this index. Leave blank to include all bundles. This setting cannot be changed for existing indexes.

ishadev.compassites.net/admin/config/search/search_api/index/dbindex/fields

Dashboard Content Structure Appearance People Modules **Configuration** Packages Reports

Field MACHINE NAME INDEXED TYPE BOOST

Rate	field_rate	<input type="checkbox"/>		
Program	field_upcoming_program	<input type="checkbox"/>	Node	
Quota price	field_quota_price	<input type="checkbox"/>		
Quota currency	field_quota_currency	<input type="checkbox"/>	Taxonomy term	
Item language	search_api_language	<input checked="" type="checkbox"/>	String	
Entity HTML output	search_api_viewed	<input checked="" type="checkbox"/>	Fulltext	1.0
The main body text » Text	body:value	<input checked="" type="checkbox"/>	Fulltext	1.0
The main body text » Summary	body:summary	<input checked="" type="checkbox"/>	Fulltext	1.0
The main body text » Text format	body:format	<input type="checkbox"/>		
Youtube Video » Video URL	field_youtube_video:video_url	<input checked="" type="checkbox"/>	URI	
Youtube Video » Thumbnail path	field_youtube_video:thumbnail_path	<input type="checkbox"/>		
Youtube Video » Description	field_youtube_video:description	<input type="checkbox"/>		

¹ Multi-valued field

Save changes

ADD RELATED FIELDS

← → ↻ ↺

isha-dev.compassites.net/admin/config/search/search_api/index/dbindex/workflow

☆ 100% 100% 100%

Dashboard Content Structure Appearance People Modules **Configuration** Packages Reports

Hello admin Log out

DATA ALTERATIONS

Select the alterations that will be executed on indexed items, and their order.

Enabled data alterations

☒ Bundle filter

Exclude items from indexing based on their bundle (content type, vocabulary, ...).

☒ Language control

Lets you determine the language of items in the index.

☐ Node access

Add node access information to the index. **Caution:** This only affects the indexed nodes themselves, not any node reference fields that are indexed with them, or displayed in search results.

☒ Exclude unpublished nodes

Exclude unpublished nodes from the index. **Caution:** This only affects the indexed nodes themselves. If an enabled node has references to disabled nodes, those will still be indexed (or displayed) normally.

☐ Index hierarchy

Allows to index hierarchical fields along with all their ancestors.

☒ Complete entity view

Adds an additional field containing the whole HTML content of the entity when viewed.

☐ URL field

Adds the item's URL to the indexed data.

☐ Aggregated fields

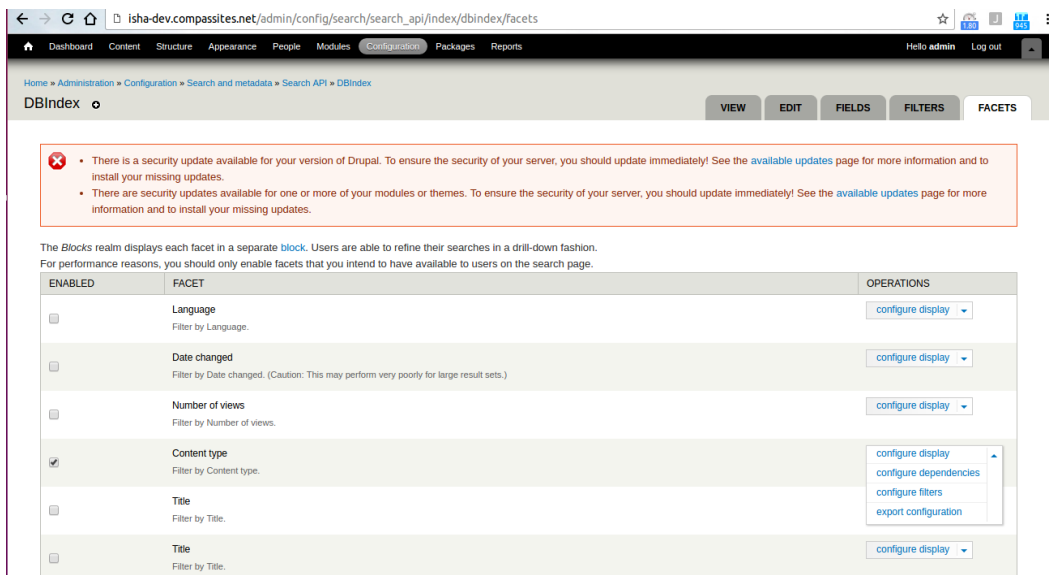
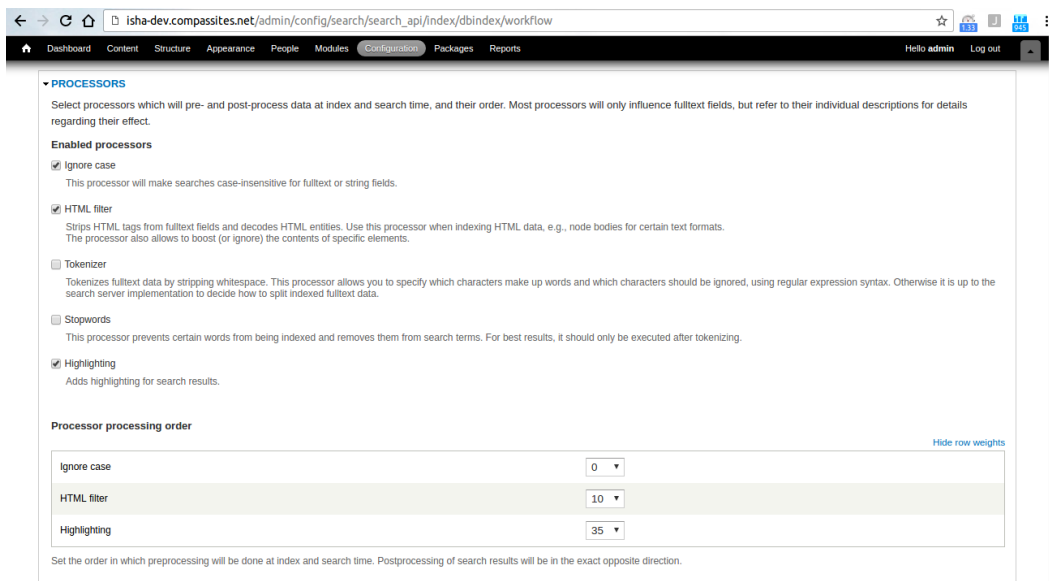
Gives you the ability to define additional fields, containing data from one or more other fields.

☐ Meta tags

Adds the item's meta tags to the indexed data.

Data alteration processing order

Hide row weights



Other Search Engines

ElasticSearch

- It is an Open Source (Apache 2), Distributed, RESTful, Search Engine built on top of Apache Lucene
- Uses the same backend search engine as Solr, namely Apache Lucene.

Amazon CloudSearch

- Amazon CloudSearch is a fully-managed search service in the cloud that allows customers to easily integrate fast and highly scalable search functionality into their applications.

MYSQL

Update MySQL Tables

- SQL Queries to force close the shortcodes where ever possible in the wordpress database before migration.
 - e.g. [divider] was closed with [divider /] by using a SQL Query
- Manual Updates where content could not be updated using queries
 - Manual Closing of shortcodes when queries failed. e.g.
[youtube]<https://youtu.be/JWnyTJ96upw> to
[youtube]<https://youtu.be/JWnyTJ96upw>[/youtube]
- Query to Update Mysql Source database before Migration.
 - `UPDATE wp_posts SET post_content =
replace(post_content, '[SadhguruSignature salutation="Love & Grace" align="left"]',
'[SadhguruSignature salutation="Love & Grace" align="left"/])
where locate('[SadhguruSignature salutation="Love & Grace" align="left"]', post_content);`

Support For Multilingual Content

Modules Enabled – Enable Dependant Modules

- locale – core module in drupal 7
- internationalization(i18n)
- localization update(l10n_update)
- entity
- entity translation
- title
- variable

Installation

- Follow below path to add Language
 - Administration->configuration->Regional and Language->Languages->Add language
- Enable Translation Entity types
 - Add the entity translation upgrade for article and pages
- Add the user interface and language detection from the following path
 - Administration-> Configuration-> Regional and language-> Languages->detection and selection
 - select the url option (Determine the language from the URL (Path prefix or domain) and enable it
- To change the publish option

- Administration ->Structure->content types->article->edit->publish options->multilingual support
- select the enable with field translation
- To change title field
 - Administration ->structure->content types->article ->manage fields
 - click the replace link for the title field and enable the Replace title with a field instance and save it
- To change the multilingual option for menu
 - Administration ->Structure->menus->Main Menu -> edit
 - change the MULTILINGUAL OPTIONS to Translate and Localize. Menu items with language will allow translations. Menu items without language will be localized.
- To edit the multilingual option for fields
 - Administration->Structure->Content Types->Article->manage fields->edit particular field
 - At bottom you can see field translation option enable it.
- To add an article
 - Administration->Content->Add Content->Article->Enter the title and description
 - Then select the desired language from language dropdown and save it.
- Once the content is created you can edit the content, to Edit follow the below path
 - Administration->Content ->edit particular content
 - at the top of the page you can see the translate tab. By using this you can convert the content into other installed languages.

API Documentation

- **Service** (provides an API for creating web services).
- Service module of drupal will provide 2 Servers REST & XMLRPC Server.
- REST Server is Enabled in modules.
- Custom module helps in complete customization of output format as desired.
 - Api services can be extended by using hook_services_resources
- Below is a standard 'CRUD' operations are possible with an additional operation called index

```
$api = array(
  'home' => array(
    'operations' => array(
      'index' => array(
        'help' => 'Home Page Data',
        'file' => array('file' => 'inc', 'module' => 'api', 'name' => 'static'),
        'callback' => 'home_page_data',
        'access arguments' => array('access content'),
        'args' => array(
          array(
            'name' => 'data',
```

```

        'type' => 'struct',
        'description' => 'Create api to for home page',
        'source' => 'data',
        'optional' => FALSE,
    ),
),
),
),
),
)

```

- Callback functions can be defined in an include file and the arguments can be passed as function parameters, Entity queries can be used to fetch data from the Database
- To understand more of Entity Field Queries, please Follow the Link to [EntityFieldQuery](#)
- Curl Example for getting content from other API, here the use case for fetching the mystic quote.

```

$json_url="http://quotes.isha.in/dmq/index.php/Webservice/fetchDailyQuote";
$ch = curl_init();
curl_setopt($ch, CURLOPT_SSL_VERIFYPEER, false);
curl_setopt($ch, CURLOPT_RETURNTRANSFER, true);
curl_setopt($ch, CURLOPT_URL, $json_url);
$result = curl_exec($ch);
curl_close($ch);
$data_dmq = json_decode($result);
if(!empty($data_dmq)>0){
    $did=!empty($data_dmq->response->data[0]->id)?$data_dmq->response->data[0]->id:"";
    $quote=!empty($data_dmq->response->data[0]->eng_text)?$data_dmq->response->data[0]->eng_text:"";
}
$dqm = array();
$dqm['id']=$did;
$dqm['quote']=$quote;

```

EndPoints For Services

- Creating end Point to make API Calls
- login as admin Structure > Services > add
- Enter Machine readable name,Select the server as REST server & path to the endpoint
- SAVE to save the details.
- To test if the end point creation is successful, please hit the URL on your browser for e.g. if you have created an endpoint called "api" <http://example.com/api> you should be able to see a message like “Services Endpoint "api" has been setup successfully.”
- Click on Edit Resources , under Server tab, select Resource format as json
- In Resources tab, all the API's Created is listed here, for every change in code, the api need to be enabled and disabled in the services tab , at times the drupal cache also need to be cleared for the changes to affect.

- Below Screens should give an idea of creating endpoints.

The screenshot shows the 'Add a new endpoint' form in the Drupal 8 administration interface. The breadcrumb trail is 'Home » Administration » Structure » Services'. The form includes a warning message about security updates. The 'Machine-readable name of the endpoint' field is highlighted with a red arrow. Below it, a note states: 'The endpoint name can only consist of lowercase letters, underscores, and numbers.' The 'Server' dropdown menu is also highlighted with a red arrow, with a note below it: 'Select the server that should be used to handle requests to this endpoint.' The 'Path to endpoint' field is highlighted with a red arrow. There are checkboxes for 'Debug mode enabled' (with a note: 'Useful for developers. Do not enable on production environments') and 'Authentication' (with sub-options for 'Session authentication' and 'Token access', and a note: 'Choose which authentication schemes that should be used with your endpoint. If no authentication method is selected all requests will be done by an anonymous user.').

The screenshot shows the 'SERVICES' configuration page in the Drupal 8 administration interface. The breadcrumb trail is 'Home » Administration » Structure » Services'. The page includes a warning message about security updates. The 'REST' section is expanded, showing 'Response formatters' and 'Request parsing' options. Under 'Response formatters', the 'json' option is selected. Under 'Request parsing', the 'application/json' option is selected. The page has tabs for 'EDIT', 'SERVER', 'AUTHENTICATION', 'RESOURCES', and 'EXPORT'.

Yeast SEO

- SEO stands for “search engine optimization.” It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.
- Easily optimize your Drupal site with one plugin, content analysis functionality to streamline your site, optimize your post title and meta description & preview your snippet
- Yeast SEO for Drupal allows you to set a focus keyword, which is used for content analysis.
- The Yeast SEO for Drupal module will run more than 10 checks on your content and will provide feedback on every point. This will help you to optimize the page for better ranking.

- Using this module you can easily optimize your post title and meta description, and the snippet preview functionality shows you what it would look like in Google. It also shows how it would bold in your search results, and you have the chance to control everything you want about your listing in Google.
- plugin automatically tests the most important area's of your content for usage of the focus keyword, so you can truly optimize your page for the term you need.

Yoast SEO for Drupal

Focus keyword

example

● SEO: ok

Pick the main keyword or keyphrase that this post/page is about.

Snippet

Example Title | Drupal SEO

<http://yoast.goalgorilla.com/example-post>

This is an example post. It tells us all we want to know about the subject we are interested in... Lorem ipsum is simply dummy text of the printing.

Content analysis

- No images appear in this page, consider adding some as appropriate.
- The focus keyword does not appear in the URL for this page. If you decide to rename the URL be sure to check the old URL 301 redirects to the new one!
- The page title contains 26 characters, which is less than the recommended minimum of 40 characters. Use the space to add keyword variations or create compelling call-to-action copy.
- The copy scores 60.3 in the [Flesch Reading Ease](#) test, which is considered ok to read.
- The text contains 333 words, this is more than the 300 word recommended minimum.
- The keyword density is 0.9%, which is great, the focus keyword was found 3 times.
- The focus keyword appears in 1 (out of 1) subheadings in the copy. While not a major ranking factor, this is beneficial.
- In the specified meta description, consider: How does it compare to the competition? Could it be made more appealing?
- The meta description contains the focus keyword.
- The page title contains the focus keyword, at the beginning which is considered to improve rankings.
- This page has 1 outbound link(s).
- The focus keyword appears in the first paragraph of the copy.

Illustration 10: Automatic Sample Yoast SEO Plugin Test Screen

Scope Of Document

This document explains how to migrate an existing website (wordpress or any other CMS) and deploy it to a drupal 7 CMS website, expects a minimal understanding of Drupal based objects, & Objected Oriented PHP Knowledge.

Constraints

Risks

Before Starting the activities of migration database and the code need to be backed up.

Conclusions

This document is written to understand the basic concepts and strategies to be executed during the development and migration of websites from a non Drupal CMS Environment to a Drupal Environment.