



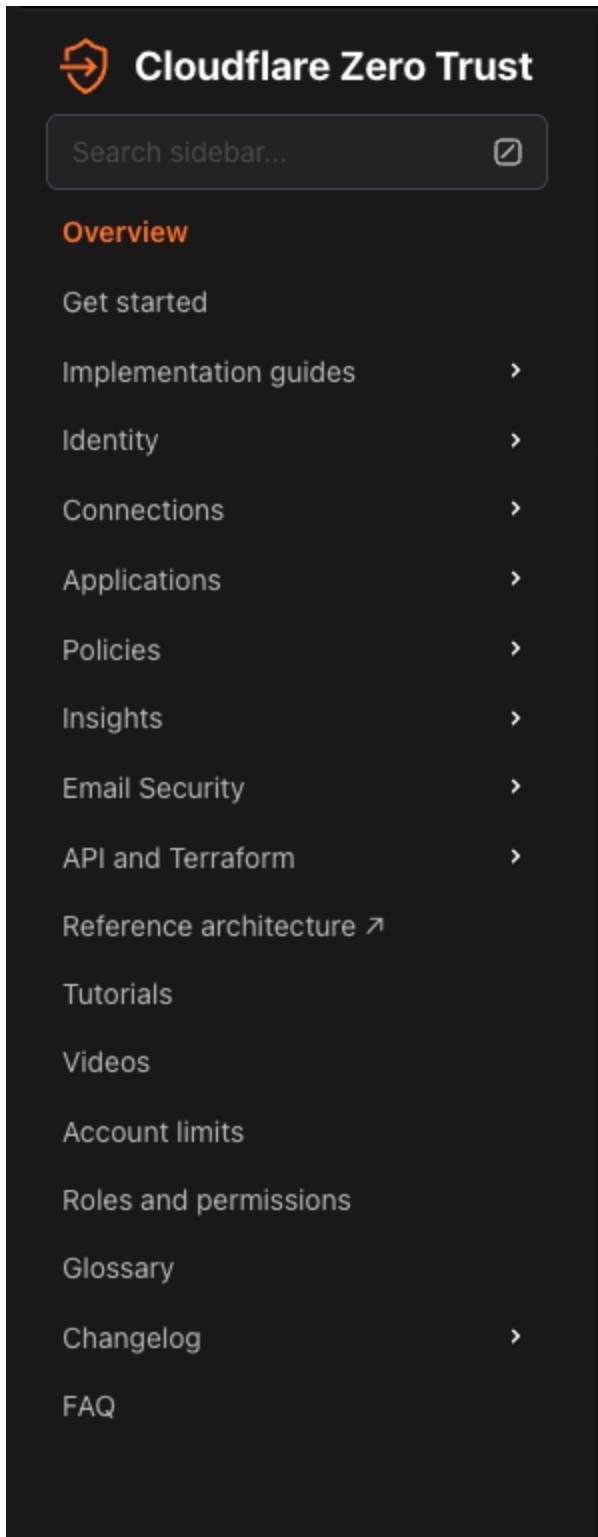
## 💿 Liner notes (TL;DR)

[Max Phillips](#) led a project for PCX to migrate Cloudflare One docs to a new, unified information architecture, aligning with the updated CF1 dashboard IA. The project, completed by **6 writers in about 44 days**, overcame scope and communication issues through the use of new AI tooling and automation scripts for auditing, tracking, and execution.

## ◀ The project in review

Motivated by the goal to [make Cloudflare One one](#) by integrating Magic products into the Cloudflare One dashboard, the CF1 Experiences team restructured the CF1 dashboard to follow a more user-friendly research-backed IA using "[language that gets the job done](#)." The Cloudflare One dashboard will be structured to align with industry-standard terminology and user tasks, moving away from internal Cloudflare jargon and product names.

**The old sound:** Evolving separately from the dashboard IA, the [Cloudflare One docs](#) developed without clear guidelines, leading to an unorganized experience that placed product docs wherever they happened to fit, rather than following a logical order:



The image shows the Cloudflare Zero Trust sidebar. At the top is a header with the Cloudflare logo (a shield with a checkmark) and the text "Cloudflare Zero Trust". Below the header is a search bar with the placeholder "Search sidebar..." and a magnifying glass icon. The sidebar contains several sections and links:

- Overview**
- Get started**
- Implementation guides** >
- Identity** >
- Connections** >
- Applications** >
- Policies** >
- Insights** >
- Email Security** >
- API and Terraform** >
- Reference architecture ↗**
- Tutorials**
- Videos**
- Account limits**
- Roles and permissions**
- Glossary**
- Changelog** >
- FAQ**

While this approach might have worked for *Cloudflare for Teams*, it no longer works for a mature product set like *Cloudflare One*. Cloudflare One has too many products and serves too many large enterprise customers to lack a clear, unified content strategy.

**The new sound:** Following the dashboard team's example, the Cloudflare One docs team began a plan to update the docs IA to [reach parity](#) with the Cloudflare One dash IA. This project would consist of moving docs pages in accordance with the new strategy and updating inline instructions to match. While only updating the UI instructions was strictly necessary for the docs to be correct, we believe updating the docs IA was non-negotiable for delivering the **best unified enterprise developer portal** we've been [recognized for](#).



## Our 2025 technical writing stats

We spent **44 days** moving files. Here is a breakdown of the project by the numbers:

Number	Description
44	Days between kickoff and full release
580	Total pages moved
112	Old redirects removed
57	New redirects created
53	Pull requests merged

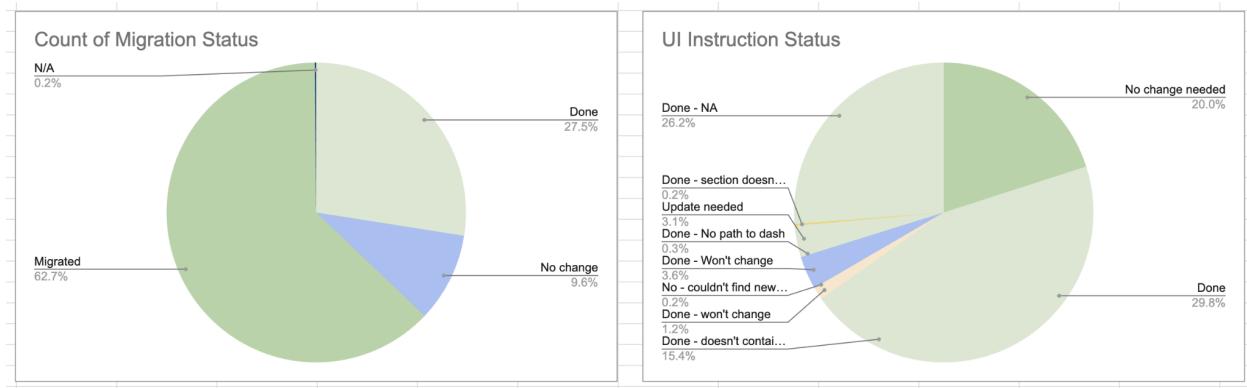


## Our top song: Automation

Our "best new music" releases for this project were our **automatic audit and tracking scripts**.

As detailed in a [previous blog post](#), I created a simple Python script to **create a list of each docs page we would need to migrate and detect if it had UI instructions**. I turned this list into a Miro board so each writer could visually organize the pages they own into the new place IA to use as reference.

Once the writing team was ready to begin moving pages and updating instructions, I created a second Python script that compared the production site's navigation to the original audited list. If an entry appeared in production but not the original list, it meant the team had successfully migrated the page. We imported this data into Google Sheets to **easily track our progress** with each pull request.



My next steps for these scripts are to add the following features:

1. *Portability*: Publish as a web app running on Workers.
2. *User inputs*: Ability to use the scripts on any Cloudflare documentation.
3. *Web hooks*: Easier export to data manipulation tools like Google Sheets.

## A new genre: Windsurf

In addition to automating our tracking, the PCX CF1 team took advantage of the recent **Windsurf** rollout to test AI agents on a major docs update.

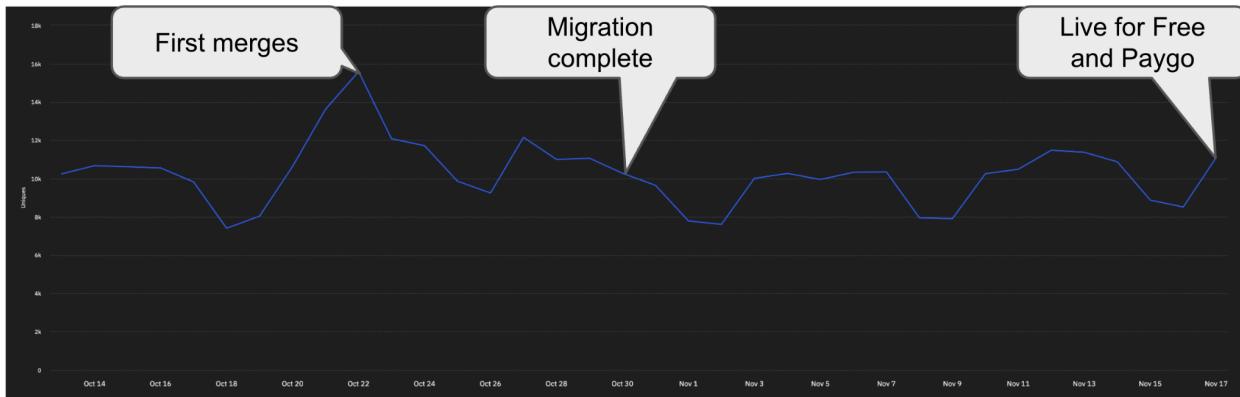
Using a minimum model of Claude Sonnet 3.7, our writers accomplished much more than they could unassisted. For example, moving an entire product into a new section might have previously amounted to hours of work; with AI, it was a matter of entering a prompt, waiting for Windsurf to execute, then approving and editing the changes as needed. This workflow was especially helpful for the **Magic pages that moved into Cloudflare One** because they required the generation of product area-specific partials, a complex task that is overwhelming to a human writer but trivial to an AI agent.

The CF1 docs IA restructure was a successful proving ground in implementing Windsurf into the PCX workflow. Writing words is a core part of the technical writing role, but PCX's use of LLMs shifts the job description closer to **prompt engineering, stakeholder engagement, and content strategy**.

## The charts: Impact

With the new IA implemented in the docs, the workflow between the CF1 dashboard and docs maps 1:1 on the first hierarchy level and very closely on the second, so users can now find the docs they need more easily.

Upon merge, we saw a small initial bump in unique visitors that was within regular bounds. Following completion of the migration, docs visitor counts stabilized, meaning we didn't rock the boat. Our users have adapted well to the new IA.



## 🚧 Offline listening: The bumps

This project was not entirely a compilation of greatest hits.

The biggest issue was the scope to timeline ratio: **migrate over 500 pages in about a month**. For a team of less than 10 people, the task was daunting. As we moved from planning to execution, our confidence in being able to complete the project on time waned. Fortunately, fewer products (in Magic) moved than we originally anticipated, and the release for Free and Paygo accounts moved from *October 31* to *November 13*. While these extenuating circumstances worked in our favor, I have known about this release for at least two quarters, I could have alleviated scope issues by planning the project more thoroughly in advance.

The writing team ran into many unknown unknowns about the CF1 dashboard IA that could have been answered by our cross-functional stakeholders. I failed to proactively report the team's status to these stakeholders and ask the right questions to answer these unknowns.

As the PCX lead for this project, **I take full responsibility for all of these issues**. My commitment to the next project is clear: I will build a more comprehensive, proactive content strategy and communication pipeline to ensure we **plan and execute more effectively**. This means implementing the following:

- A more structured writer check-in process that focuses on the *most important task*, not the most recent one.
- A centralized decision log in the wiki to capture *every question and answer*.
- A dedicated chat channel with all writers and stakeholders to *avoid team isolation*.



## Top artists

A project of this scale is a first for PCX, and we developed skills and tools to implement for future team projects. In the Cloudflare One, we will use what we learned in this project to implement our DashButton components in a future iteration.

A very special thank you to the lineup that stepped up to execute this project: X.