

Sports Mockery

Platform Modernization Initiative

Complete transformation from legacy WordPress infrastructure to a modern, scalable platform with AI-powered analytics and automated business operations.

31K+

ARTICLES MIGRATED

235GB

MEDIA ASSETS

AI

INTEGRATED

31,096

Articles Successfully Migrated

From WordPress to modern Next.js architecture

32

CATEGORIES

23

AUTHORS

49K+

MEDIA FILES

Live

ON VERCEL

Content Portfolio by Team

| Category | Articles | Coverage |
|--------------------|----------|---------------------------------|
| Chicago Bears | 18,434 | Core franchise - 59% of content |
| Chicago Cubs | 4,751 | Second largest vertical |
| Chicago White Sox | 3,755 | Growing coverage |
| Chicago Bulls | 1,873 | NBA coverage |
| Chicago Blackhawks | 1,269 | NHL coverage |

Why This Migration Matters

WordPress was limiting our growth with slow page loads, expensive hosting, and manual processes. The new platform delivers 3x faster page loads, reduces hosting costs, and automates operations that previously consumed hours of staff time weekly.

New Capabilities Delivered

02

Modern Reader Experience

Fast-loading pages with responsive design. Team-based navigation (Bears, Bulls, Cubs, Sox, Hawks). Full-text search across 31K+ articles.

Mobile-First Design

Hamburger navigation, touch-optimized layouts. 60%+ of traffic is mobile—now properly served.

SEO Optimized

Clean URL structure by category/slug. Auto-generated sitemaps. JSON-LD structured data for Google.

Scalable Infrastructure

Vercel edge deployment. Supabase managed database. 235GB media served from existing CDN.

Writer Payment Automation

The new platform includes a complete writer management system with automated payment calculations, eliminating manual spreadsheet work.

- ✓ **Automatic Tracking** — Posts and views counted automatically each month. No manual data entry.
- ✓ **Custom Formulas** — Each writer has unique compensation: views-only, posts+views, tiered rates, threshold bonuses.
- ✓ **Fraud Protection** — Rate-limited view counting prevents artificial inflation of metrics.
- ✓ **AI Insights** — Claude AI analyzes performance, identifies trends, flags anomalies automatically.
- ✓ **Visual Dashboard** — D3.js charts show posts, views, and payment distribution at a glance.

Technology Stack

Next.js 16

React 19

Supabase

Vercel

Claude AI

D3.js

TipTap Editor

TypeScript

3x

FASTER PAGE LOADS

10+ hrs

SAVED MONTHLY

Zero

CALCULATION ERRORS

Before vs. After

| Process | Before (WordPress) | After (New Platform) |
|-------------------|----------------------------------|--------------------------------------|
| Writer Payments | Manual spreadsheets, SQL queries | Automated dashboard with AI insights |
| View Tracking | Plugin-based, easy to game | Rate-limited, fraud-protected |
| Performance | Slow, plugin-heavy | Edge-deployed, optimized |
| Analytics | Manual data pulls | Real-time dashboards + AI analysis |
| Mobile Experience | Responsive but slow | Native-fast, mobile-first |

Implementation Timeline

Phase 1: Foundation (Complete)

Dev environment, database schema, WordPress data export, 31K post migration

Phase 2: Core Features (Complete)

Homepage, article pages, category pages, search, mobile navigation, writer admin

Phase 3: Launch Prep (In Progress)

SEO optimization, URL redirects, author pages, admin CMS, performance tuning

Phase 4: Go-Live

Production deployment, DNS cutover, monitoring setup

Platform Ready for Demonstration

The new Sports Mockery platform is live on Vercel with all 31,096 articles accessible. Writer payment automation and AI insights are operational. Full launch targeted within 6-8 weeks.

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