Goals		
Make the site faster on the front-end and back-end		
Automate and streamline more of the administration of the site		
Improve the design in a limited way		
Improve the information architecture in a limited way		
Make the site easier to develop on and add new features		
Team		
Chris	Project Manager and Back-end Dev	part time as I'll be working on other sites as well
James	Lead Front-end Dev	full time
Diego's team	Dev and Design	using his team could expedite delivery; they can contribute to feature re-development once we have laid the foundations; his team would especially be good at porting things like Webinars and Events We're At, which they wrote originally
Andy	UX and Design Consultant	when needed

The current cncf.io is the requirements document. Here, however, are additional requirements beyond what is currently implemented.

Done	#	Requirement
x	1	Enable code snippets with syntax highlighting in blog posts; see https://github.com/cncf/wordpress-site/issues/45
x	2	Auto-apply tint to B&W case studies images; see https://github.com/cncf/wordpress-site/issues/29
x	3	Easier administration of projects as they move between different lifecycle phases (sandbox, incubating, graudated, etc.); see https://github.com/cncf/wordpress-site/issues/4#issuecomment-528177438
x	4	Single listing of projects so that various filters throughout the site all pull from the same updated list; edit: I actually think we may want to preserve old projects in filters for old content tagged with them
x	5	Improved blog listing design with images etc.; see https://github.com/cncf/wordpress-site/issues/16
x	6	We need a good image compression service so that our editors don't need to think about image sizes; we'll apply the same solution to LFEvents
x	7	Get the CNCF Events page to pull from the Events We're At so that it's automated; events disappear once passed; no image needed for each block (according to Kim)
x	8	The "Schedule a Meeting" button on events should be hardcoded to go to meeting@cncf.io rather than be set by the admin
x	9	Change to filter by country rather than city on events we're at (approved by Dan)
x	10	All project icons should be svgs
x	11	topnav listing of projects should be auto-generated from projects CPT
x	12	Popups on the People pages should show the photo in addition to the text or have some better way of displaying the full bio
x	13	Dan and Chris An need to be listed first on the Staff page; everyone else is listed alphabetically on every other people page
	14	Have a guest post block for blog posts by guests
x	15	Possibly scrap the bulk email LFID feature if no one seems to use it
	16	Kim wants an automated weekly email of speakers bureau data
x	17	Find ways to improve search
x	18	Elminate edit actions that require support from Alex or Diego in order to update parts of the site, such as Events We're At
x	19	Add the newsletter signup to the footer on every page of the site
x	20	Consider merging join form (https://www.cncf.io/join-contact-form/) and contact form (https://www.cncf.io/about/contact/) so we don't need to maintain two pages and forms that are almost identical
	21	
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	29	
	30	

#	Post Type	Description	Rough count	Pre-Freeze work	Freeze work	Assigned	Manual migration tasks									
1	post	news items	890		4+ hours	Data Person	Partially-automated - various formatting issues need fixing (see below)									
2	page	standard content pages	0	12+ hours	6 hours, manual copy and update	James/Chris	Check of updates: select ID, post_modified, guid from wp_posts where post_type='page' order by post_modified DESC;									
3	person	populates the people listings	339		2 hours	Data Person	Partially-automated - After running the import, need to edit main copy to remove name and titles from some of the posts; make sure paragraphs are present to match the live site (some bios lost their paragraph breaks)									
4	case-study	case studies	79	15 hours	2 hours, auto-import just the new ones	Data Person	Partially-automated - Thumbnails will need to be added manually; main copy needs editing									
5	case-study-ch	case studies in Chinese	18	6 hours	1 hour, auto-import just the new ones	Data Person	Partially-automated - Thumbnails will need to be added manually; main copy needs editing									
6	webinar	webinars	432		1 hour	Chris	Partially-automated - Times need to be manually parsed and set for all upcoming webinars; the language field needs to be set for all upcoming and past Chinese webinars									
7	event	events we'll be at	50		45 min	Data Person	Partially-automated - After running the import, the country field needs to be set manually by breaking up the City field only for the 20 or so upcoming events; also needs logo, color and image grabbed from event site; make sure dates are in the correct format									
8	project	used for the various project d	23		2 hours, visual inspection to update	Data Person	Manual check of updates									
9	spotlight	spotlight items	6	2 hours	1 hour, manual move new items from posts	Data Person	Manual - some of the content is missing; just use pure-Gutenberg for posts without content; fix the other posts with bad formatting									

Notes

import includes items from trash so need to make sure those don't get exported from cncf.io

Pantheon import of Posts wouldn't complete (known issue) so we can import locally then upload to Pantheon Dev using "lando push --code=none"

Bring over all content, not just "published" as we will want drafts and scheduled content

Formatting Issues with Posts for manual fixing

- italics is used throughout recent posts; you just need to save the post again in the editor for this to be fixed
- author info is sometimes inconsistent
- bad use of whitespace, missing hard returns (see https://dev-cncfci.pantheonsite.io/blog/2020/04/24/prometheus-and-grafana-the-perfect-combo/)
- strange characters need replacing with correct ones (see https://dev-cncfci.pantheonsite.io/blog/2020/03/20/my-internship-with-thanos-a-cncf-project/, https://dev-cncfci.pantheonsite.io/blog/2020/08/20/understandability-what-is-it/)
- fix posts that get truncated: https://dev-cncfci.pantheonsite.io/blog/2019/12/06/cncf-toc-governance-structure-elections-2020/
- fix Chinese characters at bottom: https://dev-cncfci.pantheonsite.io/blog/2019/11/26/case-study-tikv-in-jd-cloud/
- remove "Copy" buttons after code blocks: https://dev-cncfci.pantheonsite.io/blog/2019/11/11/kubernetes-scheduler-101/
- make SVGs full-width here by setting explicit width: https://dev-cncfci.pantheonsite.io/blog/2019/11/07/announcing-the-cncf-prometheus-project-journey-report/
- fix low-quality images and make sure the high-quality versions are loaded on desktop: https://dev-cncfci.pantheonsite.io/blog/2019/12/06/cncf-toc-governance-structure-elections-2020/
- fix twitter embeds that don't resolve properly: https://github.com/cncf/cncf.io/issues/141
- change all titles to sentence-case
- check and fix all news links

Go Live Steps

Done	Assignee	Task

Pre-Freeze Migration

✓	Jessie	Choose featured images for recent posts and news items (katie@cncf.io will be working on this when Jessie is on mat leave), #200, #201
✓	James	Migrate all pages to the dev site (when we enter freeze we'll need to check to see if any of these have been updated)
✓	Data Person	Migrate all case studies to dev site (when we enter freeze we'll need to check to see if any of these have been updated)
✓	Chris	Import full countries hierarchy: https://cncfd.lndo.site/wp/wp-admin/?tb-countries-import
✓	Chris	Get Panthoen "Performance Extra Large" enabled for cncfd
✓	Chris	Setup redirects in the "Redirects" tab of this sheet
✓	Chris	Create ticket for LFIT to let them know we'll be needing to reconfigure domains
✓	Chris	Update countup block numbers on homepage

Freeze CNCF.io edits (time this with a weekend)

| ✓ | Chris | Send email to all of CNCF 1 week prior to freeze; tell people they can still edit but will need to re-do the edits once the new site is live so they should log their edits and re-apply them to the new site when live, discuss training |
| ✓ | Chris | Send email to all of CNCF at freeze |

CPT Automated Migration

✓	Chris	Backup dev instance, or make sure a recent backup exists
✓	Chris	Clone cncf.io to cncf.lndo.site
✓	Chris	Export cncf.io objects into xml files using built in Export function: posts, events, webinars
✓	Chris	Export People from cncf.lndo.site using All Export plugin (it doesn't seem to work on cncf.io)
✓	Chris	Search/Replace People.csv to replace "cncf.lndo.site" with "cncf.io" so that images get imported from cncf.io (it doesn't seem to work from cncf.lndo.site)
✓	Chris	Search/Replace posts.xml for weird character " ' ' ' — and replace with non-curly equivalent
✓	Chris	Search/Replace posts.xml for weird character " " and replace with " " (character shows up red in emacs: search for "Epsagon blog" twice)
✓	Chris	Search/Replace posts.xml for " " and replace with " "
✓	Chris	Search/Replace posts.xml for "rel=" and replace with ""
✓	Chris	Pull dev-cncfd DB to cncfd.lndo.site: lando pull --code=none
✓	Chris	Edit uploads directory to remove extra files like the Shortpixel dir
✓	Chris	Delete all images in the uploads directory on dev (everything in /files/ except for /files/private/)
✓	Chris	Delete required current imports in the All Import plugin and delete all corresponding imported data and images when appropriate
✓	Chris	Import the new import "template - new.txt" file
✓	Chris	Replace functions.php with our version in the wp/import dir
✓	Chris	Use the Advanced DB Cleaner plugin to remove any extra postmeta etc.
✓	Chris	Run each import using All Import plugin: https://cncfd.lndo.site/wp/wp-admin/admin.php?page=pmxi-admin-manage
✓	Chris	Push to dev: lando push --code=none
✓	Chris	terminus remote:wp cncfd.dev -- search-replace "//cncfd.lndo.site" "//dev-cncfd.pantheonsite.io" --all-tables --verbose

Manual Migration

✓	Chris	Move the Spotlight posts from within "Posts" to "Spotlight" using: update wp_posts set post_type = 'lf_spotlight' where ID in (xxx, xxxx); then edit spotlights to set categories
✓	Chris	Recategorize imported Posts that are not in the 3 main categories and then delete the extra categories
✓	Chris	Change "announcement" post category to "announcements"
✓	Chris	Fix announcements block on the homepage to set the right category
✓	Chris	Rebuild search/filter cache
☐	Data Person	Perform the manual steps necessary to fix the imported data (see the Post Types tab)
✓	Data Person	Assign featured images to all recent posts (provided by Jessie)
☐	Data Person	Check all news links and fix any that are broken
✓	Data Person	Go through all webinars and upload slides to new site and fix link
✓	Chris	Check to see if any case studies have updated
✓	Chris	Add priority to CNCF staff people
✓	James	Update pages that need updating

Redirects

| ✓ | Chris | Export then import redirects from the live site; delete those that haven't been accessed in over 1 month |
| ✓ | Chris | Delete the /events/ redirect that sends people to webinars |

Speakers Migration - do this last since we don't want to stop speaker edits during most of our migration

✓	Chris	Turn email sending off in SMTP plugin
✓	Chris	Delete all Users of role "speakers" from the dev cncfd site (be careful not to trigger emails!!!)
✓	Chris	Activate the "WordPress Users & WooCommerce Customers Import Export" plugin on cncf.io and new site (https://www.webtoffee.com/my-account/my-api-downloads/)
✓	Chris	Export all users of role "speaker" from old site, include "hidden" meta info
✓	Chris	Import all "speakers" to new site, include meta info: use the "same ID" on import so the image files match up correctly (be careful not to trigger emails!); update user if one exists; don't import all the extra metadata (see bottom of list)
✓	Chris	Copy the uploads/ultimate-member directory containing all profile images from the live site, delete the um_old_settings.css file at the root of this directory
✓	Chris	Edit /speakers/ and save it to repopulate Speakers CPT
✓	Chris	Rebuild search/filter cache
✓	Chris	Find missing profile images and upload them by editing the profile and taking the image from the live site
✓	Chris	Turn email sending on in SMTP plugin

Shortpixel

| ✓ | Chris | Run bulk shortpixel on all images |
| ✓ | Chris | See if the shortpixel account needs upgrading |

QA

| ✓ | Kim/Dan/Alex | Check site on dev-cncfd |

Push to Prod

✓	LF-IT	Get DNS reconfigured for Live
✓	Chris	Push DB, code and files to Live
✓	Chris	Send all-clear email to CNCF; ask that people who made changes during the freeze re-make them on the new site
✓	Chris	Setup miniOrange license key in plugin and test LFID login links off of speakers bureau

Cleanup

✓	Chris	Create accounts for all new blog authors (see the Training tab)
✓	Chris	Remove both import/export plugins from new site: remove ACF Pro plugin
✓	Chris	Remove this commit as we no longer need the code to import countries
✓	Chris	Check new sitemap works in Google Search Console: https://search.google.com/search-console/sitemaps?resource_id=https%3A%2F%2Fwww.cncf.io%2F
✓	Chris	Remove this commit that runs after imports
✓	Chris	Train users (see Training tab)
✓	Chris	Test forms (include the test where you check the box on the contact form to have your email added to Data Extensions > Web Forms > Newsletter > Linux Foundation Public Health Newsletter Form)

The following users edit the following content types so will require the appropriate training				
User	**Content Types**			User Created
Katie Meinders	Posts			x
Amye Scavarda Perrin	Pages			x
Julie Dam	Posts, Case Studies			x
Kristi Tan	Webinars			x
Julia Christie	Events			x
Katie Greenly	Events			x
Gerald Fallon	Webinars			x
Taylor Waggoner	People, Speakers Bureau			x
Alex Contini	Events, Pages			x
Bob Killen	Posts	new hire		x
Jessie Adams-Shore	Posts			x
Kim MacMahon	all	until her replacement is found		x

Task	Dates	Comments
Review period	Jul 14+	Invite Katelin, Taylor, Julie, Cheryl, Alex...
Review period 2	Aug 13	Invite Kim and others
Kubecon	Aug 17-20	
Launch freeze commitment and announcement	Aug 24	tell all CNCF staff then engage LFIT; ask everyone to check out dev site
Migration dry run	Aug 24-28	put up dry run data on an instance so we can see how it looks
Freeze start date	Aug 28	freeze starts EOD on Friday, Pacific time; people can still edit the site but will need to log their edits and make them again on the new site
Migration	Aug 29-31	
Final test	Aug 31	Invite Katelin, Taylor, Julie, Cheryl, Alex...
Launch	Sep 1 or 2	
Training	Sep 1+	invite people to sign up for a meeting

We should build these pages on dev prior to freeze to prove our design patters and also have them ready to import live		
https://www.cncf.io/about/members/	to demonstrate the landscape iframe	
https://www.cncf.io/about/join/	a complex layout	
https://www.cncf.io/services-for-projects/	Kim's comments on this: I want to add more images. Right now, it just contains all the text on what we need to say about our services for projects. With the rebuild, it needs to look better and with less text.	
https://www.cncf.io/about/faq/#what-is-cloud-native	tab container block POC	
https://www.cncf.io/cncf-kubernetes-project-journey/		
https://www.cncf.io/cncf-annual-report-2019/		
https://www.cncf.io/about/contact/		
https://www.cncf.io/projects/	with redesign ideas from here: https://github.com/cncf/cncf.io/issues/26	
https://www.cncf.io/certification/software-conformance/	fairly complex layout	
https://www.cncf.io/people/end-user-community/		
https://www.cncf.io/phippy/		

These pages are published on cncf.io but not linked into the topnav

	Views since March 1	Views since July 1	New page				
https://www.cncf.io/certification/agreement/	1784	297	https://dev-cncfci.pantheonsite.io/certification/agreement/				
https://www.cncf.io/certification/cka/reseller-faqs/	2,746	853	https://dev-cncfci.pantheonsite.io/certification/cka/reseller-faqs/				
https://www.cncf.io/certification/cka/faq/	15,911	5054	is now redirected to https://docs.linuxfoundation.org/tc-docs/certification/faq-cka-ckad				
https://www.cncf.io/certification/cka/faq-2/	25	8	looks like a duplicate of cka/faq				
https://www.cncf.io/certification/training/becoming-a-ktp/	707	170	https://dev-cncfci.pantheonsite.io/certification/training/becoming-a-ktp/				
https://www.cncf.io/free-ebook-ci-cd-with-kubernetes/	114	22	https://dev-cncfci.pantheonsite.io/free-ebook-ci-cd-with-ku has a gravity form that should be migrated to a SFMC form				
https://www.cncf.io/free-ebook-kubernetes-deployment-security-patterns/	229	51	https://dev-cncfci.pantheonsite.io/free-ebook-kubernetes-c has a gravity form that should be migrated to a SFMC form				
https://www.cncf.io/people/ambassadors/application/	535	157	https://dev-cncfci.pantheonsite.io/people/ambassadors/ap has embedded google form				
https://www.cncf.io/propose-project/	27	10	looks obsolete				

	Views since March 1	Views since July 1	New page
https://www.cncf.io/certification/agreement/			https://dev-cncfci.pantheonsite.io/certification/agreement/
https://www.cncf.io/certification/cka/reseller-faqs/			https://dev-cncfci.pantheonsite.io/certification/cka/reseller-faqs/
https://www.cncf.io/certification/cka/faq-2/			

Redirect #	From	To	Regex From	Regex To	
1	https://www.cncf.io/events-well-be-at/isc-high-performance-2020/	https://www.cncf.io/events/isc-high-performance-2020/	^/events-well-be-at/(.*)$	https://www.cncf.io/events/$1	
2	https://www.cncf.io/announcement/2020/03/12/cloud-native-computing-l	https://www.cncf.io/announcements/2020/03/12/cloud-native-c	^/announcement/(.*)$	https://www.cncf.io/announcements/$1	
3	https://www.cncf.io/newsroom/in-the-news/	https://www.cncf.io/news/	^/newsroom/in-the-news/(.*)$	https://www.cncf.io/news/$1	
4	https://www.cncf.io/newsroom/blog/	https://www.cncf.io/blog/	^/newsroom/blog/(.*)$	https://www.cncf.io/blog/$1	
5	https://www.cncf.io/newsroom/case-studies/	https://www.cncf.io/case-studies/	^/newsroom/case-studies/(.*)$	https://www.cncf.io/case-studies/$1	
6	https://www.cncf.io/case-study/adform/	https://www.cncf.io/case-studies/adform/	^/case-study/(.*)$	https://www.cncf.io/case-studies/$1	
7	https://www.cncf.io/newsroom/case-studies-cn/	https://www.cncf.io/case-studies-cn/	^/newsroom/case-studies-cn/(.*)$	https://www.cncf.io/case-studies-cn/$1	
8	https://www.cncf.io/case-study-cn/frameio/	https://www.cncf.io/case-studies-cn/frameio/	^/case-study-cn/(.*)$	https://www.cncf.io/case-studies-cn/$1	
9	https://www.cncf.io/join-contact-form/	https://www.cncf.io/about/contact/	/join-contact-form	https://www.cncf.io/about/contact/	
10	https://www.cncf.io/category/spotlight/	https://www.cncf.io/spotlights/	^/category/spotlight/(.*)$	https://www.cncf.io/spotlights/	
11					
12					
13					
14	*import active redirects from live site*				
15					
16					
17					
18					
19					
20					
21					
22					

Screen	Gutenberg	Custom Templates		Count	Migration	Comments	Custom Blocks Needed	
		Block	Page					
Blog posts	x			878	automated		---	
Homepage	x			1	manual	Dan would like us to use Gutenberg for this; we could use Stackable's countup block	newsroom; upcoming webinars; events we'll be at	
Join	x			1	manual	Should be straightforward using Gutenberg	---	
FAQ	x			1	manual	We should use the Tab Container Block we developed for LFEvents	---	
Project Journey Reports	x	x		3	manual		---	
Annual Reports	x		x	2	manual	We should use the Tab Container Block we developed for LFEvents	?	
Contact Us	x			1	manual		---	
Services for Projects	x			1	manual		---	
Project Listings	x			3	manual		list all projects of a certain maturity level	
Software Conformance	x			1	manual		---	
Training	x			1	manual		---	
CKA Program	x			3	manual		---	
People Listings	x			5	manual		list all people of a certain type	
CNCF Events	x		x	1	manual	This can be generated from the CNCF category of Events	---	
Events We'll be at			x	1	manual		---	
Webinars			x	1	manual		---	
Case Studies	x		x	1	manual		---	
Individual Events we'll be at	x	x	x	50	partially-automated		---	
Individual Webinar	x	x	x	130	automated		---	
Individual Case Study	x	x		69	partially-automated	currently stored in VC format so manual migration is necessary for content	projects used; case study meta data	

Goal: to have cncf.io, including speakers bureau, fully upgraded and completely housed under cncf.io as soon as possible

	Task	Relative Complexity	
	Task	**Relative Complexity**	
1	upgrade cncf.io without speaker's bureau	8	in progress
2	turn the current site temporarily into speakers.cncf.io without upgrade	1	requires basic topnav updates to hook between the new and old cncf.io
3	speakers bureau upgrade	5	requires upgrading all code to work with new Ultimate Member plugin or abandoning plugin to write from scratch, UX overhaul, data migration, LFID integration etc.
4	burden of running two sites instead of one	1	maintenance and administrative burden of running speakers.cncf.io in addition to cncf.io in the event we don't upgrade together

	Option	Complexity to initial launch	Additional complexity to final launch	Total
1	task 1 and 2 launched first, followed by task 3 and 4	9	6	15
2	task 1 and 3 all launched together	13	0	13

Assumptions

Chris and James will be leading work on all tasks, though other devs may be used to help

There are not significant efficiencies gained by upgrading speakers bureau with everything else since its code and infrastructure don't overlap with the rest of the site

This shows the analytics of the content that has faceted search for Jan 1 - Apr 1

	Views	
/webinars/	9,799	
Companies filter	33	
Projects filter	111	
Topics filter	122	
/events-well-be-at/	1,771	
Location	52	
Host	3	*despite the low numbers, we want to keep for marketing/business reasons*
/case-studies/	1758	
Industry	146	
Cloud Type	16	
Project	134	
Challenge	30	
Country	30	
Distribution	1	*despite the low numbers, we want to keep for marketing/business reasons*
/speakers/	1004	
Certifications	41	
Expertise	96	
Project	52	
Language	62	
Country	151	