

CONTENT MIGRATION THE CHALLENGE & OPPORTUNITY

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Content: managing technology changes

When technology changes, whether that's through an upgrade or introduction of a new platform, it's highly likely there is content that needs migrating. This presents challenges, particularly at scale:

1. Data Integrity
2. Compatibility Issues
3. User Experience
4. Time and Resource Constraints
5. Training and Adoption

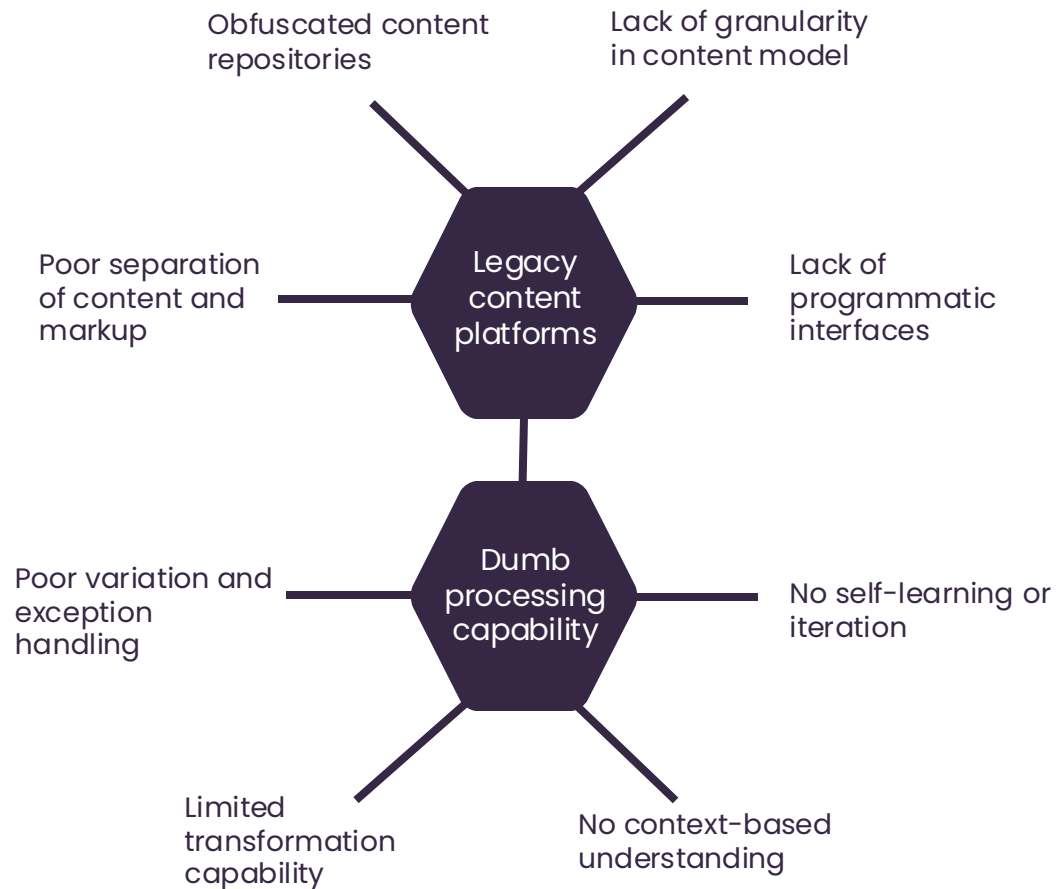
Content migration can be hard & expensive

EXAMPLE: For a global veterinary drug manufacturing client this meant

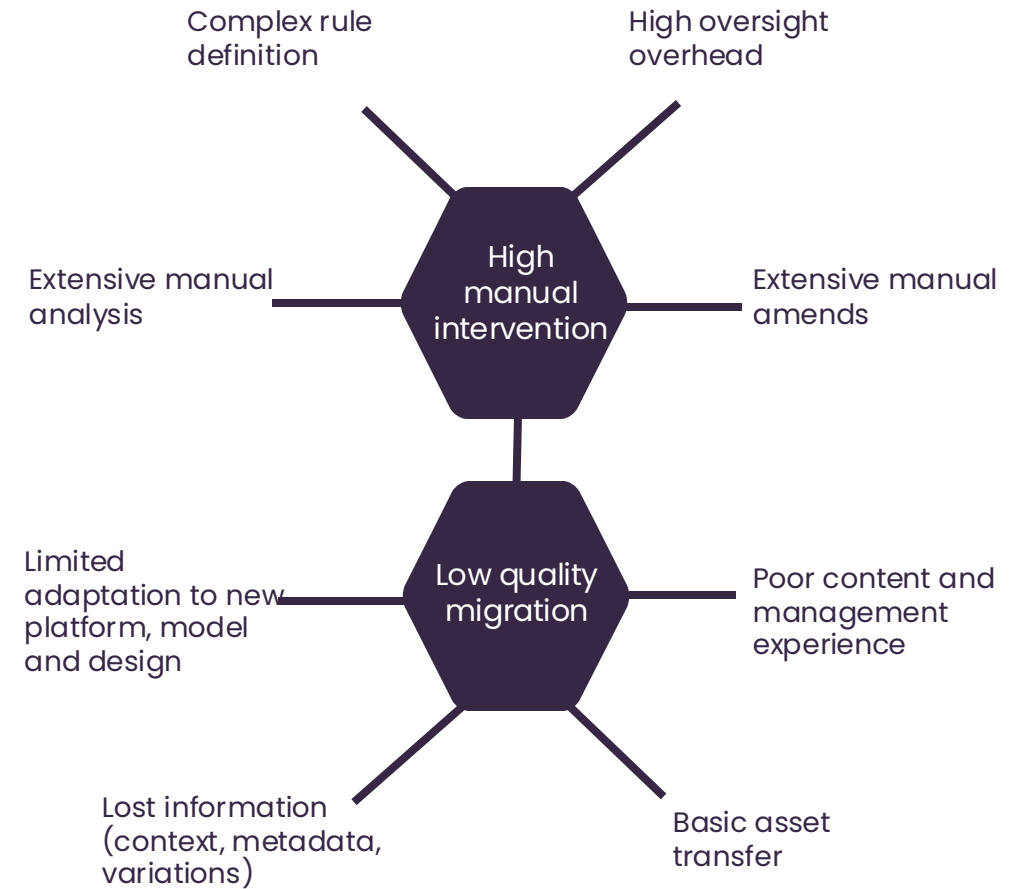
- \$M's
- Circa 9-12 month project
- High-pressure testing due to the legislative nature of the content
- Multiple delays to go-live

Traditional copy automation is not suitable

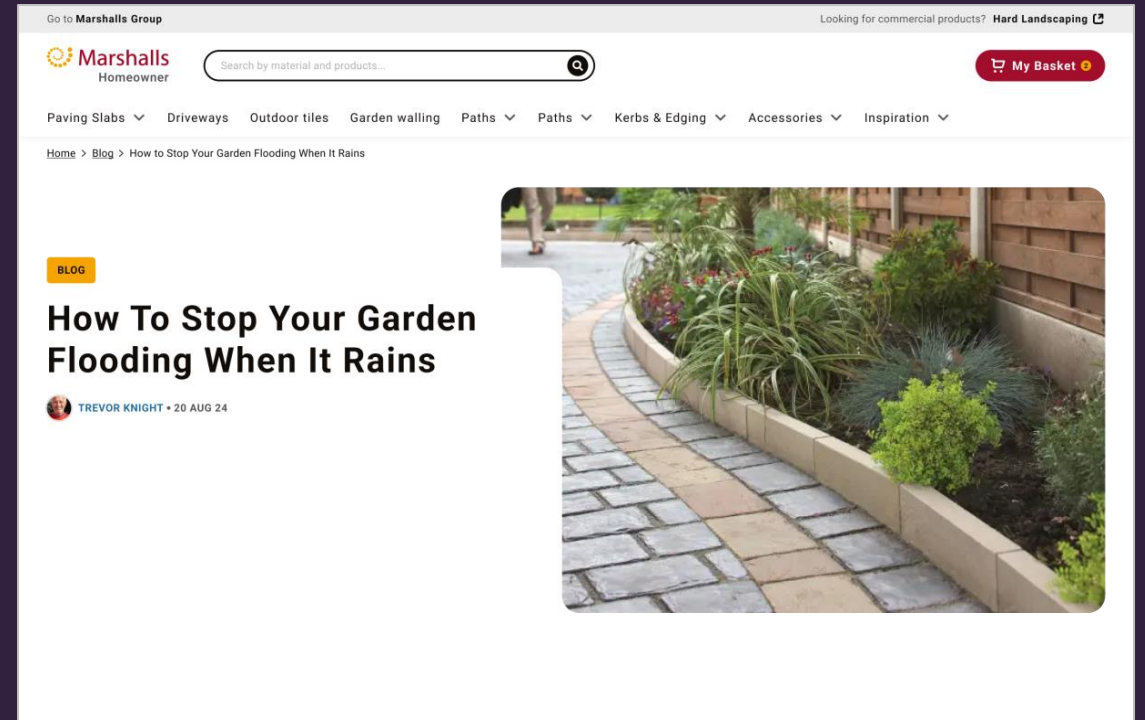
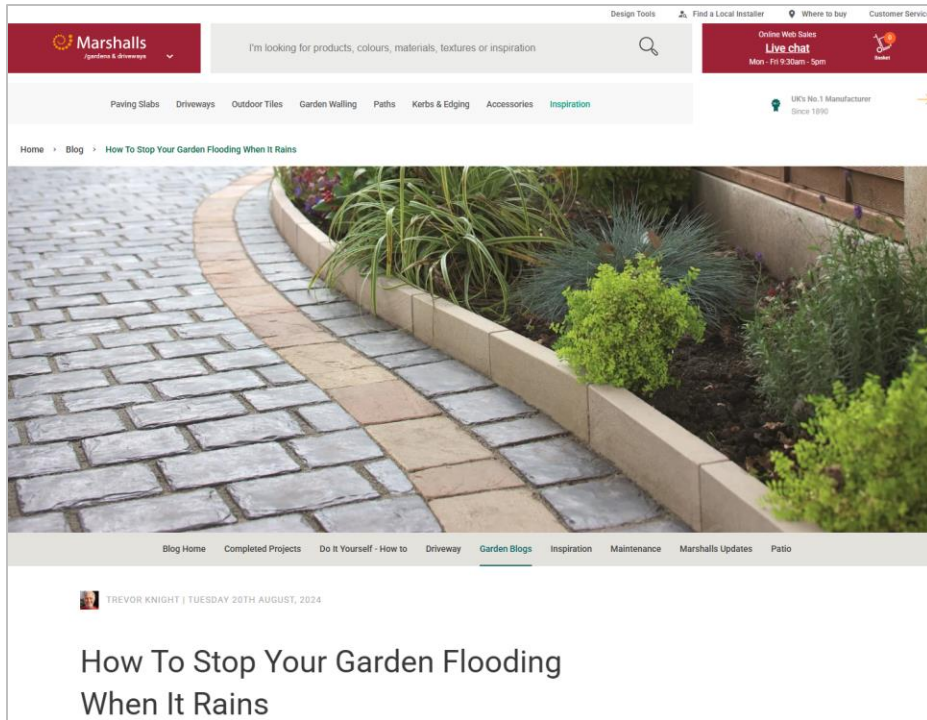
Core limitations

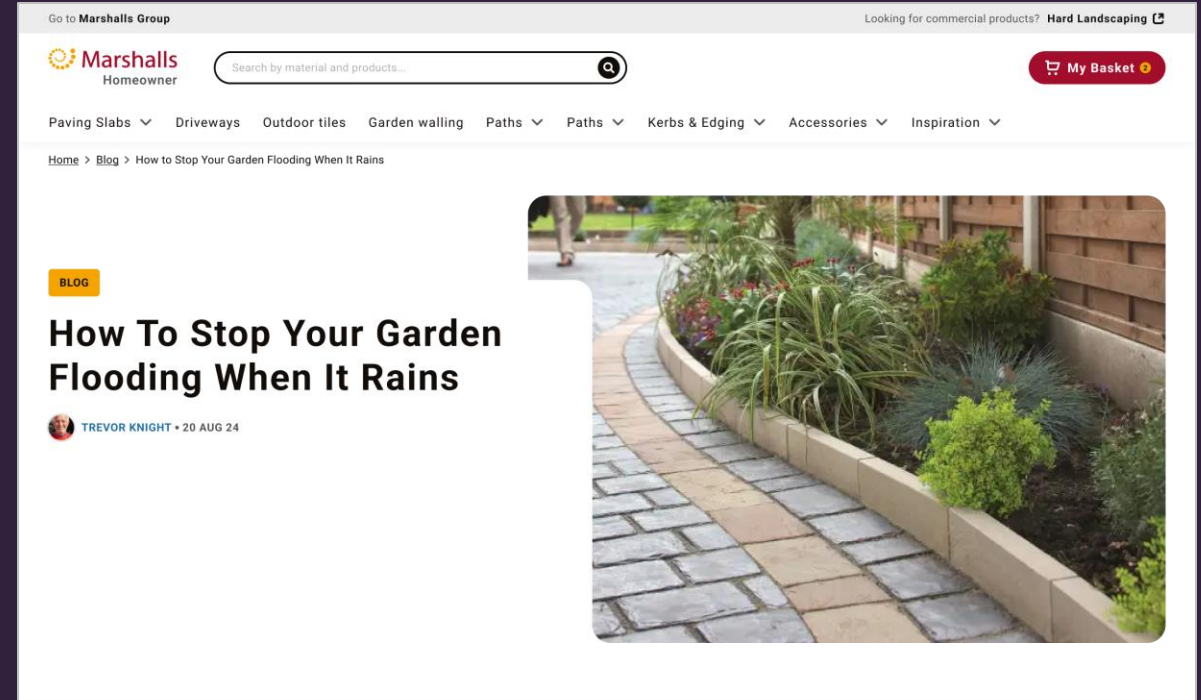
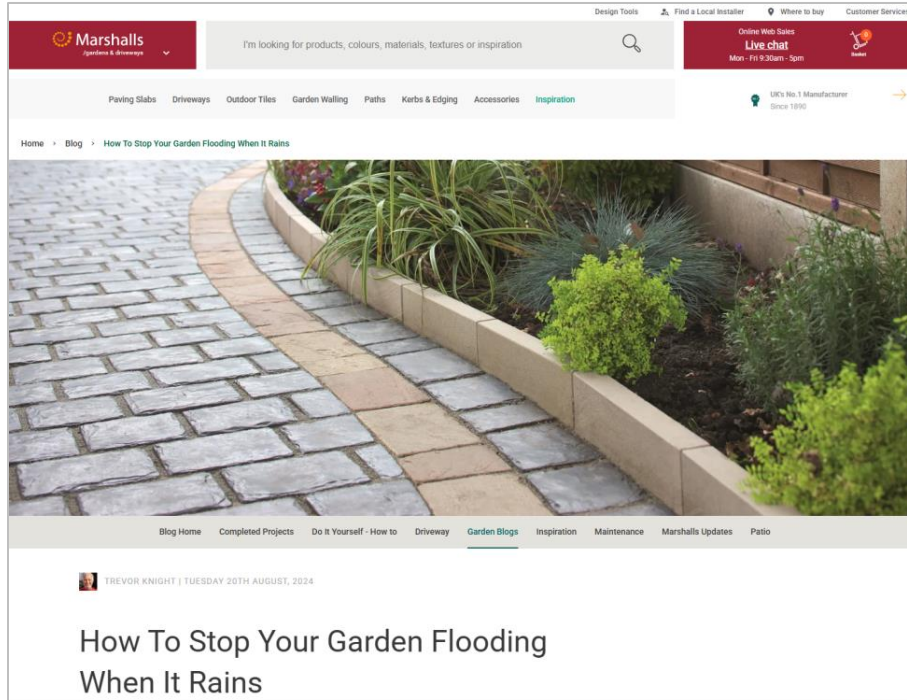


Limited results

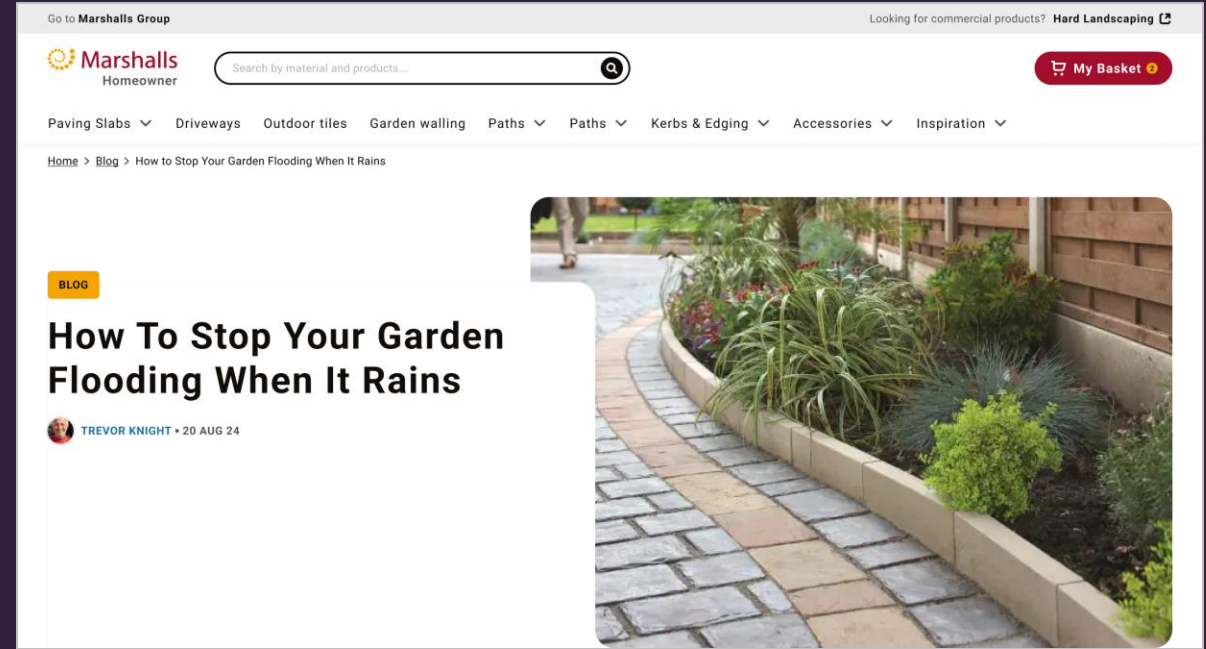
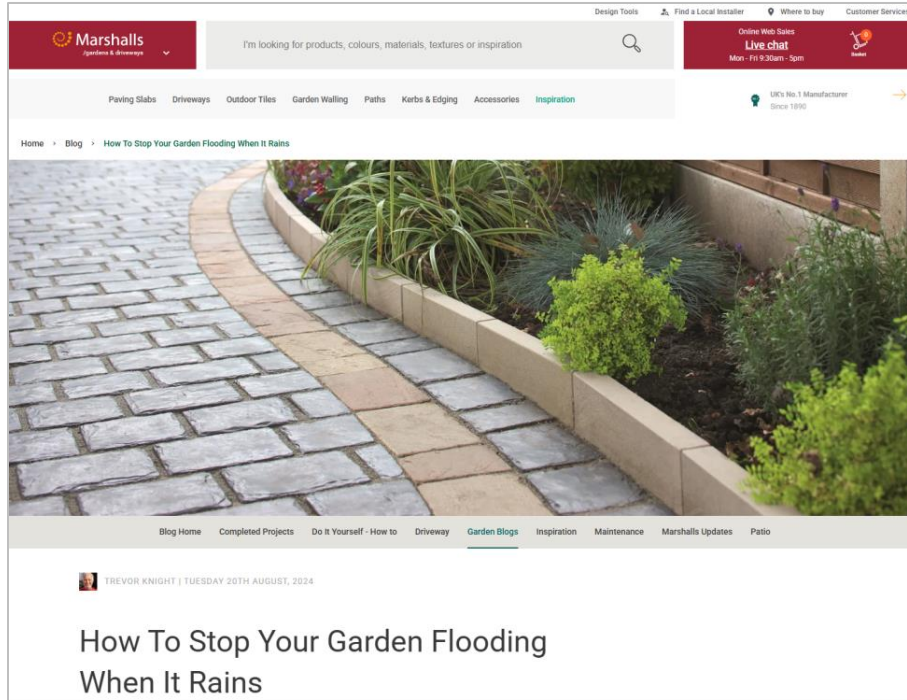


AI is changing the automation landscape

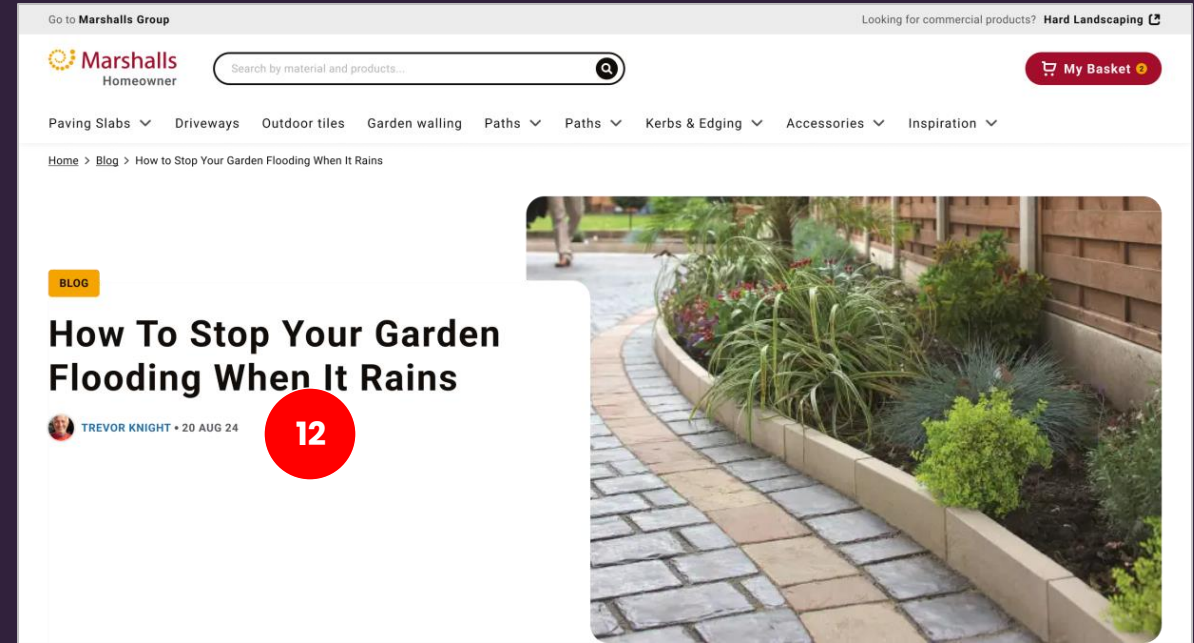
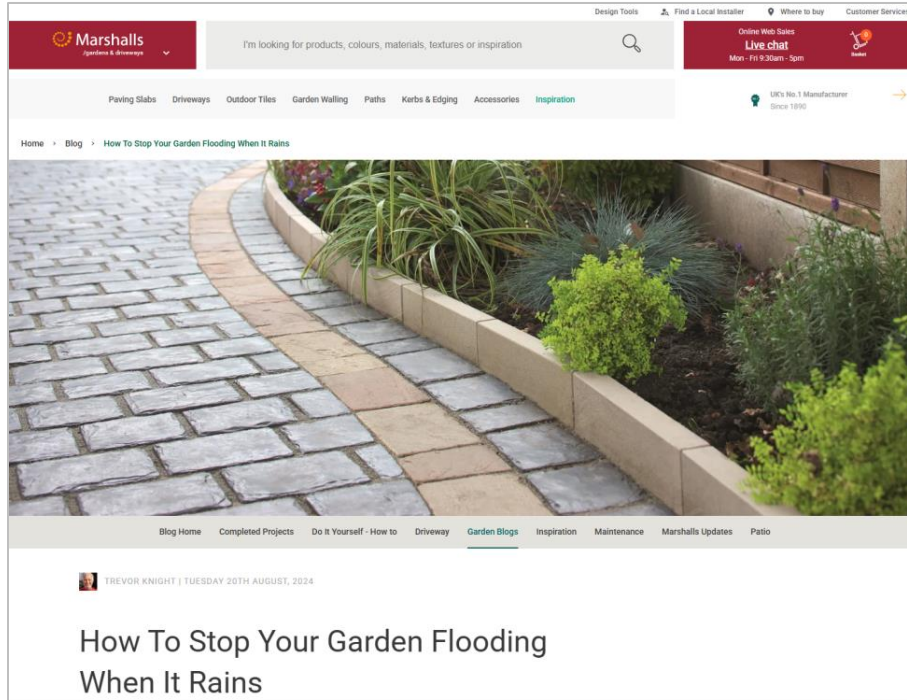




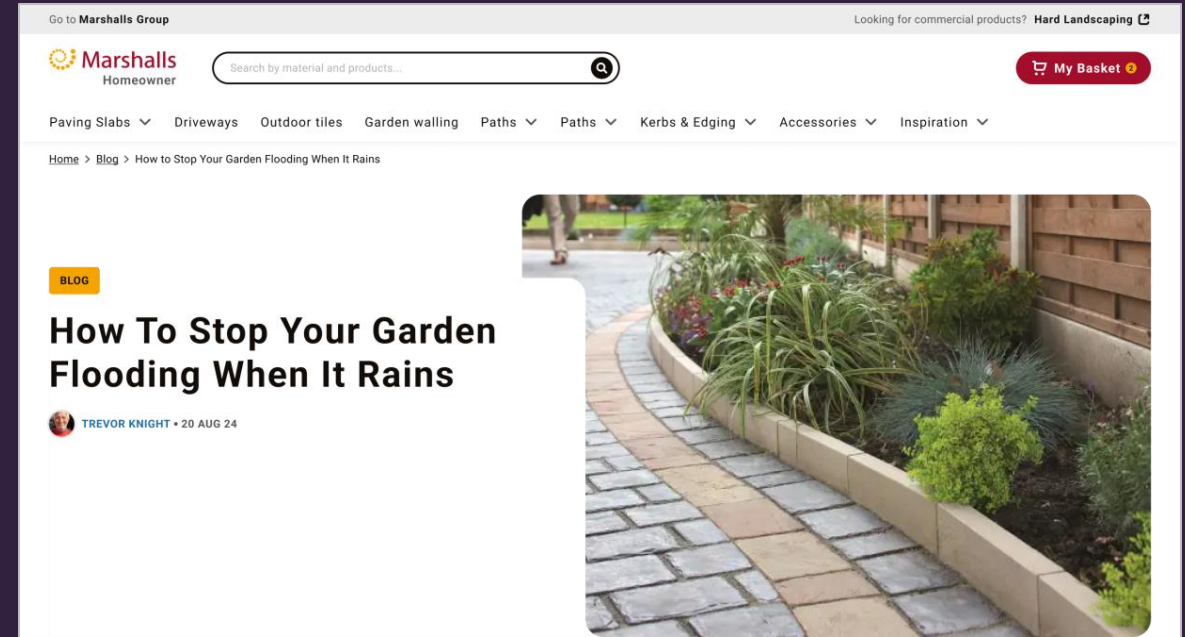
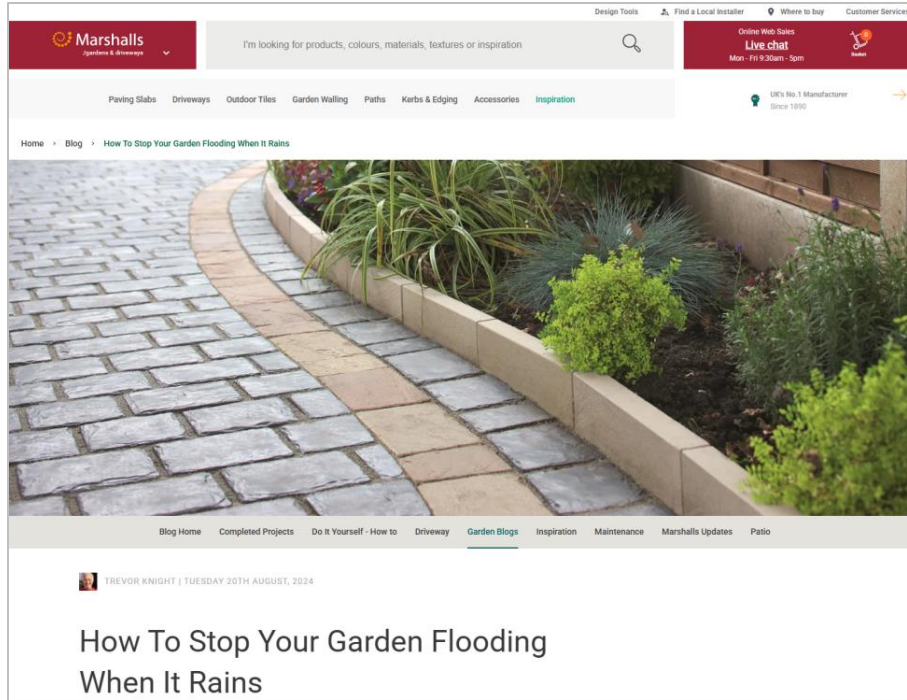
1. Valid page for transfer identified from source
2. Content value checked against Analytics data before transfer
3. Current content location identified and mapped to target destination
4. Redirect entry created
5. Content type identified and target template selected
6. Page object created
7. Knowledge graph for page created to understand content relationships



8. Mandatory header object for target template created
9. Best match image identified extracted and added to DAM
10. New image rendition applied to meet new block requirements
11. Image metadata transferred to header object



12. **Optional author object in target template, and identified on source page**
13. Author checked against authors already transferred, created if not found or associated to existing author otherwise
14. Publication date found and added to page metadata



15. Title extracted and applied to article
16. Title edited to match new URL and SEO strategy and applied to metadata

17. Core body copy identified in knowledge graph
18. Original copy extracted and transferred directly (avoiding rephrasing by the LLM)
19. Content reviewed against new site taxonomy and tags applied
20. Inline images added to DAM
21. New renditions applied to meet new body copy requirements
22. Image metadata transferred
23. Internal links updated to new location (multi-pass process)

When you're taking action to a flooded garden, it can often be more important to the water, and there's no shortage of advice to help you get on with it. However, it's important to remember:

- If you have water on your garden, the water will be absorbed into the ground. It can take a few weeks for the water to be absorbed, so it's important to be patient.
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The causes of garden flooding

There are a number of reasons why your garden may be flooded. The most common causes are:

- Poor drainage or surface flooding:** This is the most common cause of garden flooding. It occurs when the water on the surface of your garden is not being absorbed into the ground. This can be caused by a number of factors, including:
- Landscaping and topography:** The way your garden is landscaped can affect its drainage. For example, if your garden is on a slope, the water will naturally flow towards the bottom. If your garden is on a slope, the water will naturally flow towards the bottom.
- Overwatering:** If you water your garden too often, the soil will become saturated. This means that the water will not be able to drain away, and your garden will be flooded.
- Poor soil preparation:** If your soil is not prepared properly, it will not be able to absorb water. This means that the water will be on the surface of your garden, and it will be absorbed into the ground.
- Incorrect garden layout:** The way your garden is laid out can affect its drainage. For example, if your garden is on a slope, the water will naturally flow towards the bottom. If your garden is on a slope, the water will naturally flow towards the bottom.

How to reduce garden flooding: 7 tips

To reduce the risk of garden flooding, there are a number of things you can do:

- 1. Maintain gutters and drainage systems**

 Gutter and drainage systems are essential for controlling water flow around the house. If your gutters are clogged with leaves and debris, water can overflow and cause damage to your garden. Regularly clean your gutters and drainage systems to ensure they are working properly.
- 2. Maintain your home's roof**

 If your roof is in poor condition, water can leak through and cause damage to your garden. Regularly inspect your roof for any signs of wear or damage, and have it repaired as soon as possible.
- 3. Choose the right surfaces for your garden**

 The surfaces you choose for your garden can affect its drainage. For example, if you use a surface that is not permeable, water will be on the surface of your garden, and it will be absorbed into the ground. Choose permeable surfaces, such as gravel or permeable paving, to help with drainage.
- 4. Build garden walls**

 Garden walls can be a great way to add height and structure to your garden. They can also help to prevent water from flooding your garden. Build your garden walls from permeable materials, such as stone or brick, to help with drainage.

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FAQs

What soaks up water in a garden?

If you have lots of excess water in your garden, plants, shrubs, and flowers are your friend. These little green helpers will absorb the water through their roots, alleviating some flooding water. The name for a patch of land where incredibly thirsty plants are placed to soak up water is often referred to as a bog garden. Bog gardens are great for your gardens' biodiversity as they invite a lot of insect life into your garden.

How do I pump standing water out of my garden?

If your garden has suffered heavy rain and poor drainage, you may need to pump the water out. For this, you will need a submersible self-priming pump. When placing one end into the flooded area, you need to set the other end of the hose in an area where the water can drain freely causing no ongoing issues for your neighbours or the local services.

It's worth noting that you should always drain your water into a place that doesn't affect other people's gardens so as not to pass a problem from one person to another!

What do gravel support mats do?

Gravel support mats are designed to create a sturdy base beneath your installed gravel. They also support the natural, steady water flow from the gravel above them directly into the soil below and back to the ground whilst not overloading the existing drainage systems.

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24. New author bio block added to page based on author identification and tag
25. FAQ inline copy identified and migrated to new knowledge base model for reuse
26. KB entries used on source added to new page
27. Author linked reader recommendations replaced with content-based reader recommendations using cosine similarity
28. Page added to CMS workflow according to QA strategy and status (retain in archive, requires approval, publish)
29. Decisions and status added to output report

WRITTEN BY



Trevor Knight

With over 23 years of hands-on experience at Marshalls, there aren't many things that Trev doesn't know about our product range - from Patios to Driveways, to the vast commercial range all the way up (or should that be down) to what goes on below-ground with Marshalls vast range of drainage solutions and water harvesting propositions, such an important factor with climate change taking an ever more front seat in everything we do day to day.

FAQs

[Expand all](#)

– What soaks up water in a garden?

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+ How do I pump standing water out of my garden?

+ What do gravel support mats do?

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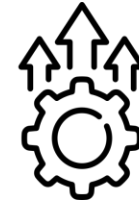
The vendor / agency benefits are massive



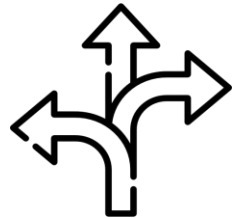
Intelligent content retention



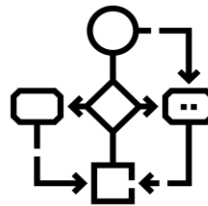
Ease of switching



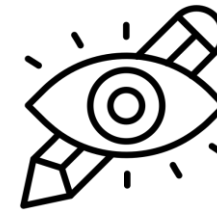
Easier client retention



Platform agnostic delivery



Quality and compliance

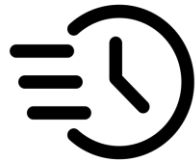


Great first impression

And there are significant client benefits



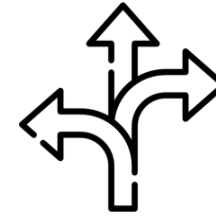
Cost-Effective



Faster



Accurate



Flexible



Scalable

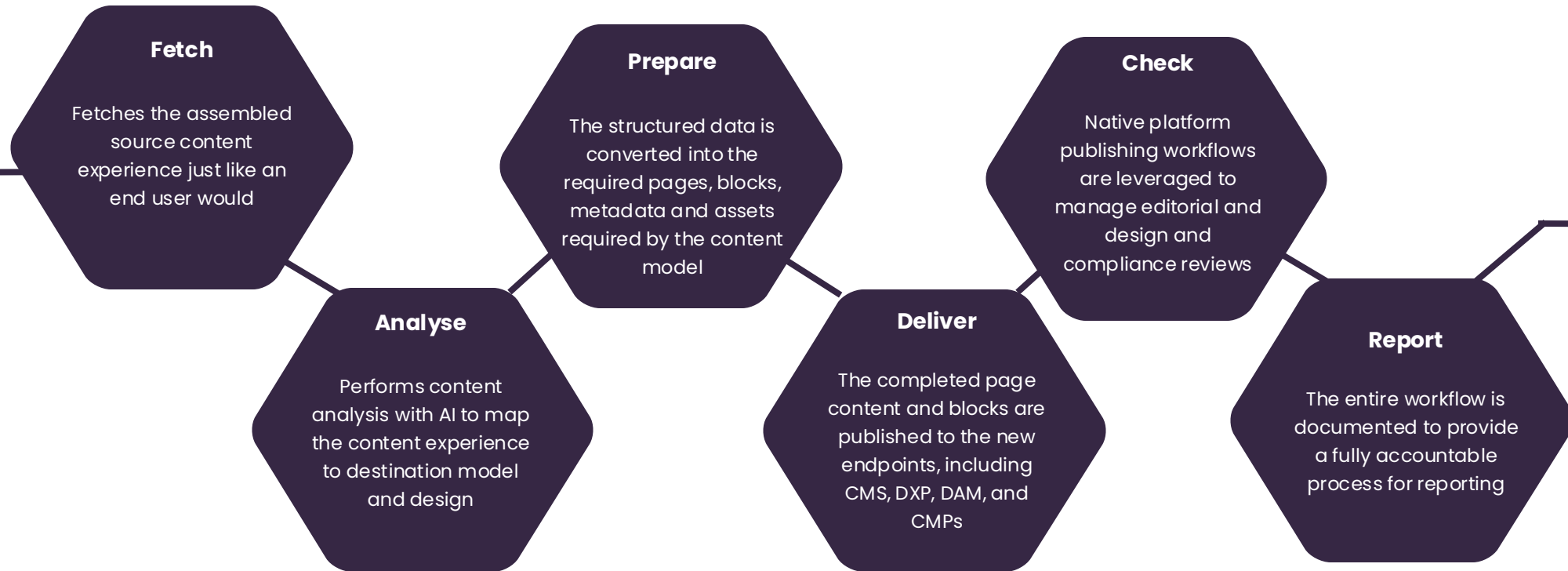


Nimbus

We created Nimbus, a content AI tool as part
of a wider digital experience accelerator

The Nimbus Prototype

Nimbus creates an automated end-to-end pipeline migrating content from one website to another using AI models to map of content from one to the other.



Key Features

Source agnostic

SEO value retention

Content value
assessment

Multi-source data

Designed for the modern
experience tech stack

Multi-lingual

Accessible

Adaptive information
architecture

Inter-page content
relationship modelling

Platform native delivery

Content-type
conversion

Selective
extraction

Tagging and
taxonomy

100% copy
accuracy

Asset
migration

Adaptive
assets

Workflow
integration

Audit trail

Iterative

Scenarios

Scenario 1

Corporate site redesign and replatform

- Single large site replatformed with website redesign
- 3000 pages requiring migration



5 – 8 times **faster**



3 – 6 times **cheaper**

Scenario 2

Global content systems consolidation

- 50 sites on 10+ platforms consolidated to single new platform
- 500,000 pages requiring migration

4 – 6 times **faster**

2 – 10 times **cheaper**

Scenario 3

Knowledge base transformation

- Print-delivered knowledge base converted to digital website
- 750 articles needing conversion

3 – 4 times **faster**

2 – 3 times **cheaper**

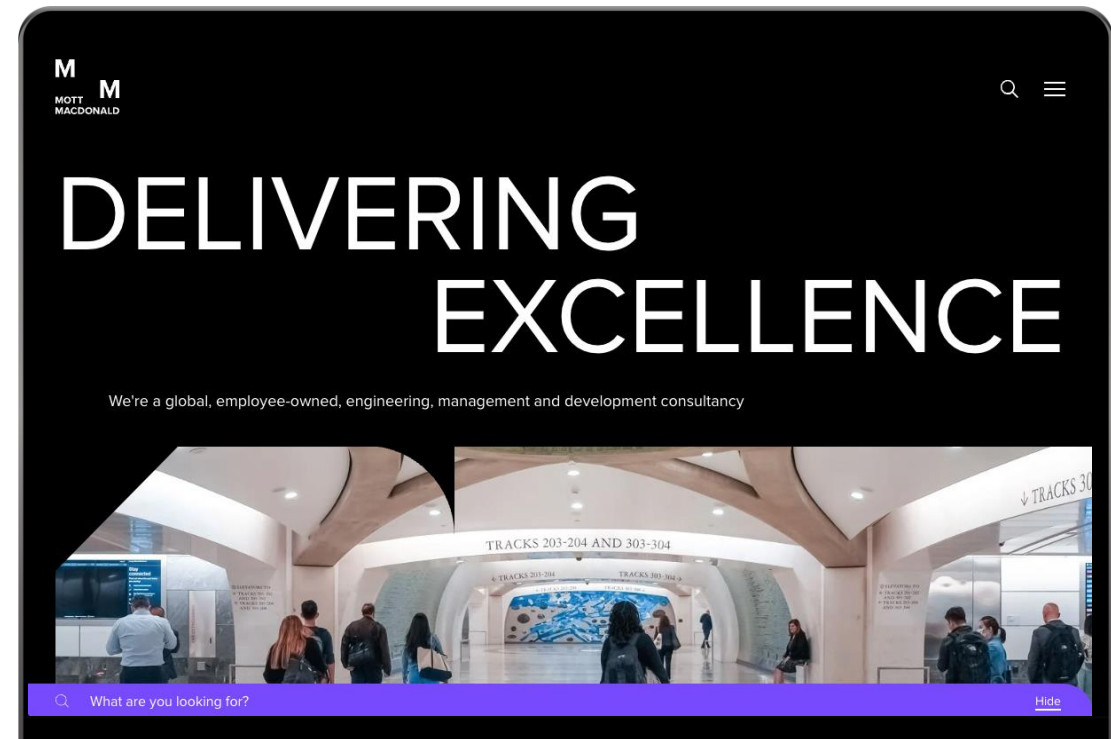


Case study

Mott MacDonald faced the challenge of migrating 1,500+ pages of website content into a new CMS within a tight 8-week deadline, including complex project pages.

Using Nimbus, an AI-powered tool by MMT/26DX, content was fetched, analysed, and mapped to the new content model with precision and efficiency.

Nimbus automated processes like content extraction, structuring, and publishing, reducing manual effort and delivering 1,800 pieces daily. The project achieved successful migration of all content on time, reducing costs, preserving quality, and ensuring the website's readiness for launch.

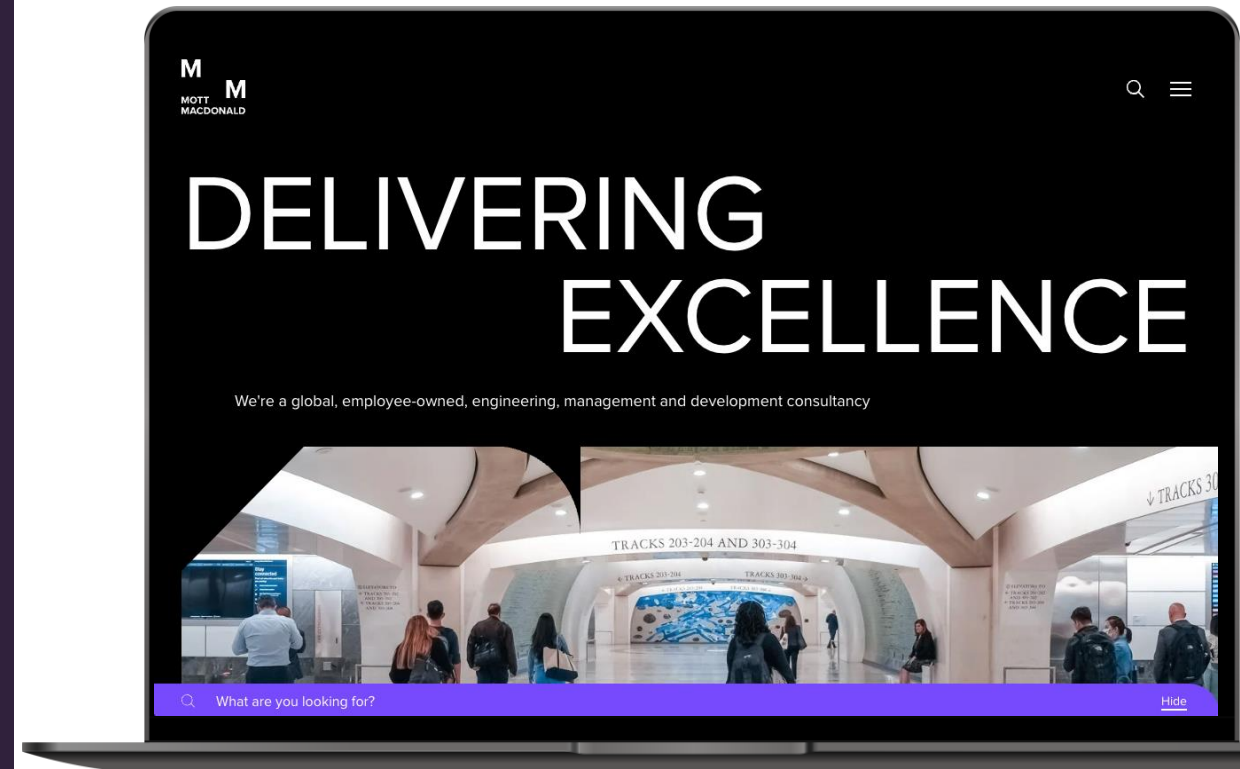




*“The AI content migration tool was a **game-changer** for our website transformation project. We were facing the daunting task of migrating over 1,500 pages of complex content from our legacy CMS within **just 8 weeks** - something that would have been nearly impossible through manual efforts alone.*

*What impressed us was how the tool could **intelligently take content** from our old site, with its 250+ templates, and accurately map it into our new streamlined structure of 11 templates with standardized components. The accuracy and speed were remarkable . This included handling intricate project pages, news articles, and archived content that we couldn't afford to lose.”*

Liam Carroll, Project Manager at Mott MacDonald



The Future of Content Migration

- Generate a website from designs that meets a modern approach; component-based UI and all content migrated.
- Auto creation of personalised content variants from the main content; variants including segmentation and localisation all audience specific
- Refine content through conversational iteration; content that is text and asset driven.
- Content improvement recommendations based on understanding of domain and considerations of content across the site.

Maybe it's not that the CMS is dead, but the agency model that is under threat...

THANK YOU!

Read more

