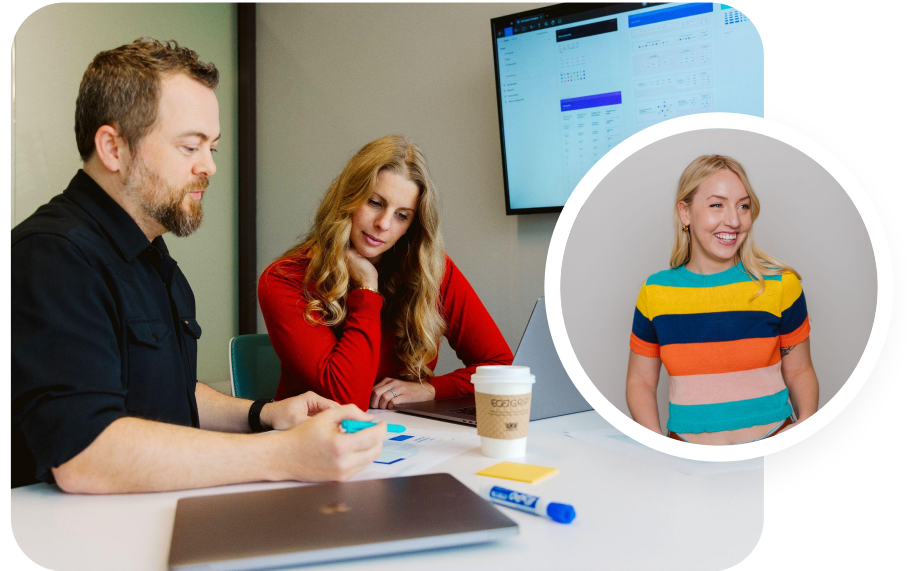


[WEBINAR]

# From Drupal to WordPress:

The Benefits of  
Migrating your CMS





# Host & Moderator

James Hall

Director, Partner Account Manager

# Agenda

1. Welcome & Introductions
2. Drupal vs. WordPress
3. Panel Conversation
4. Audience Q&A
5. Wrap Up & Closing



**Scott Jones**

CEO

**Illustrate Digital**

Today's Presenter

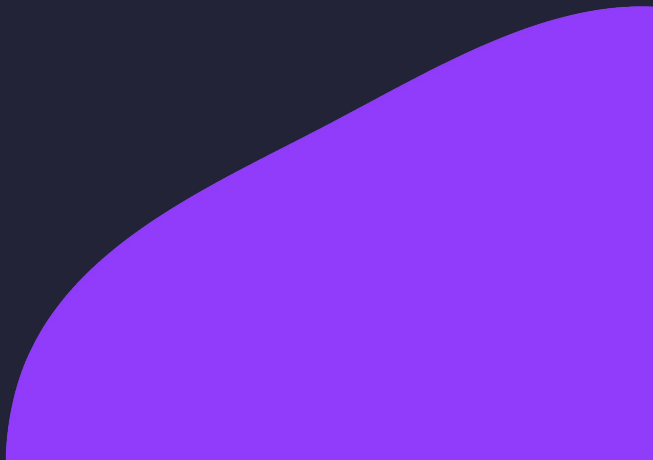
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# Drupal vs WordPress

LinkedIn: [/in/sjonesuk](#)

Website: [illustrate.digital](#)



Introduction

# Firstly, what's my background?



# The Great CMS Exodus

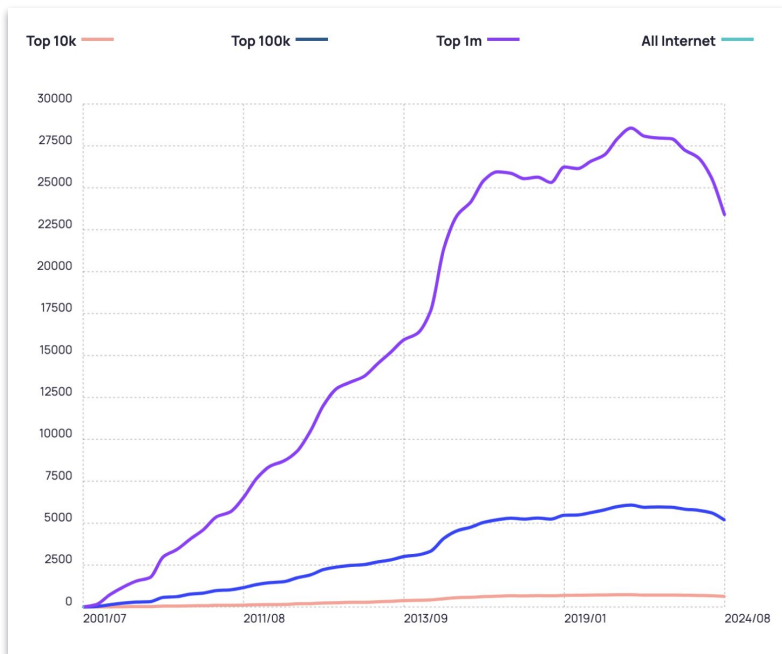


# Why is this a good time to talk about Drupal?

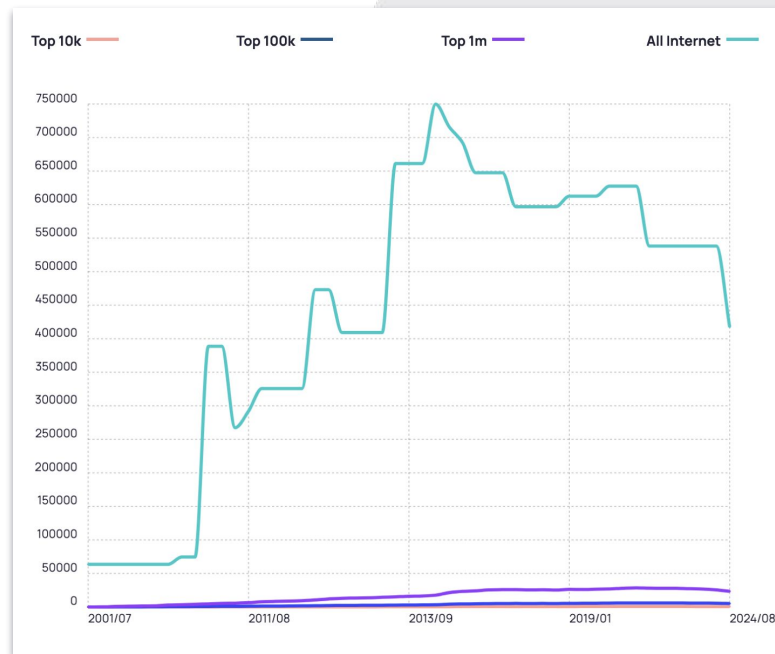




# Drupal's overall decline

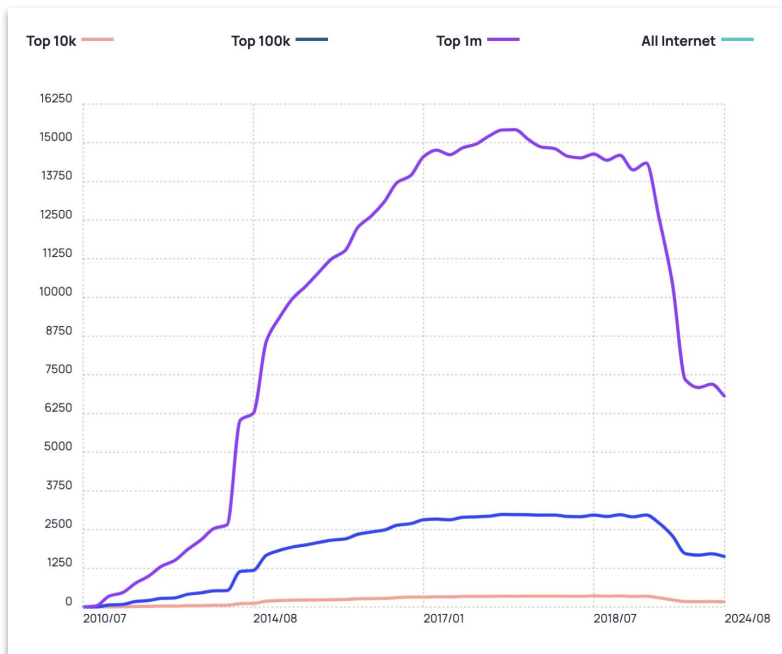


Drupal trends, top 1m sites

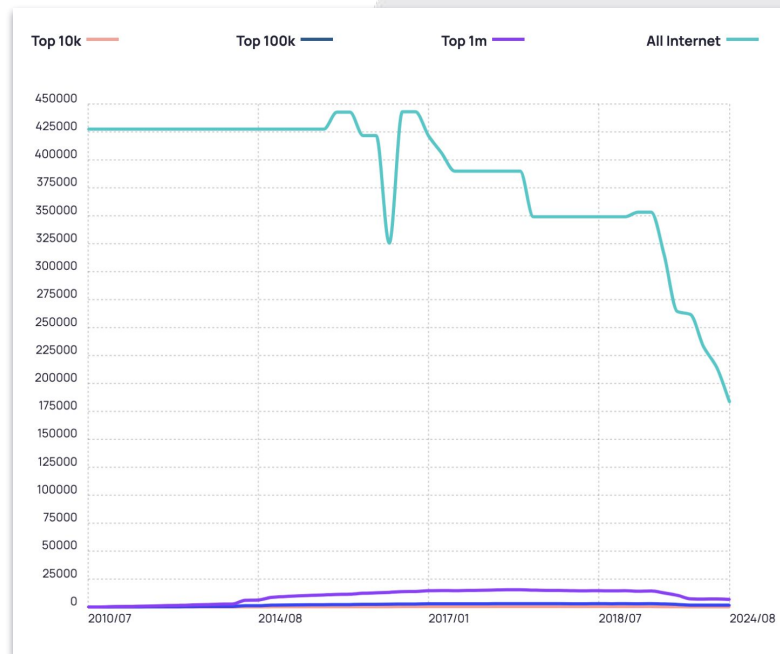


Drupal trends, all internet

# Drupal 7 end-of-life

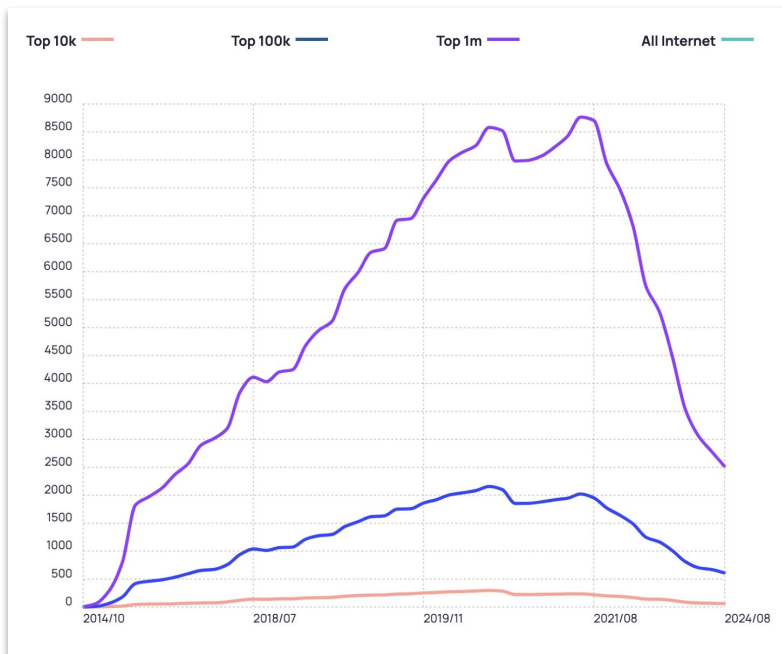


Drupal 7 trends, top 1m sites

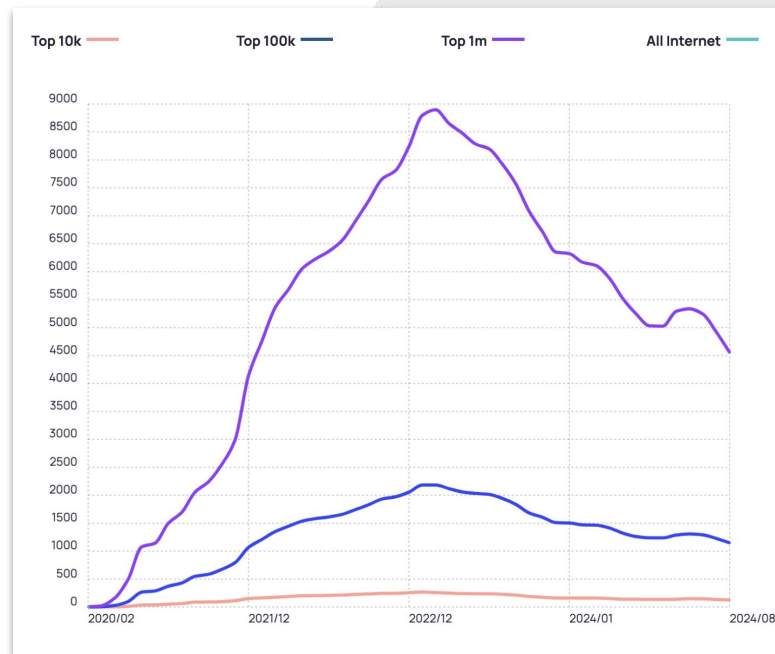


Drupal 7 trends, all internet

# Drupal 8 and 9 end-of-life



Drupal 8 trends, top 1m sites



Drupal 9 trends, top 1m sites

# Why are organisations moving away from Drupal?



# Why is this happening?



End-of-life and major platform upgrades



Build-up of tech debt within organisations

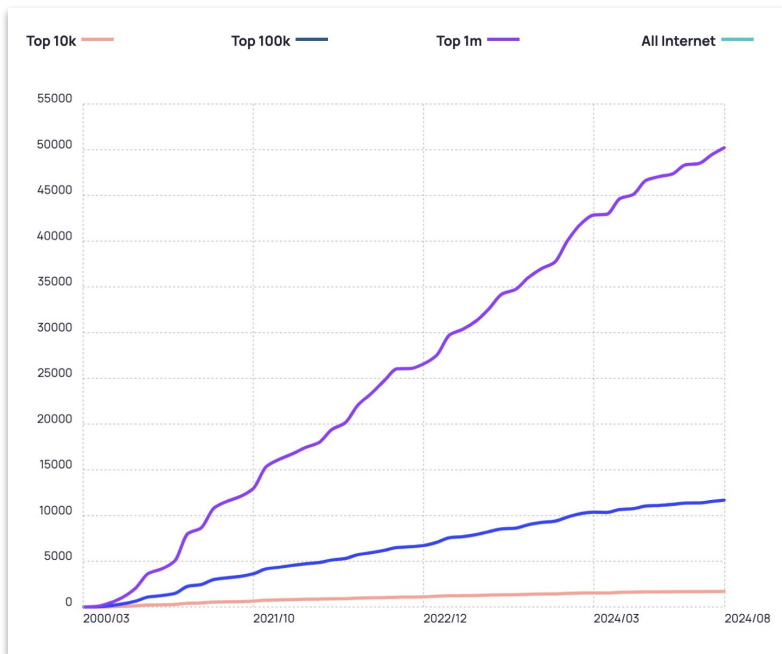


A change in enterprise decision-makers

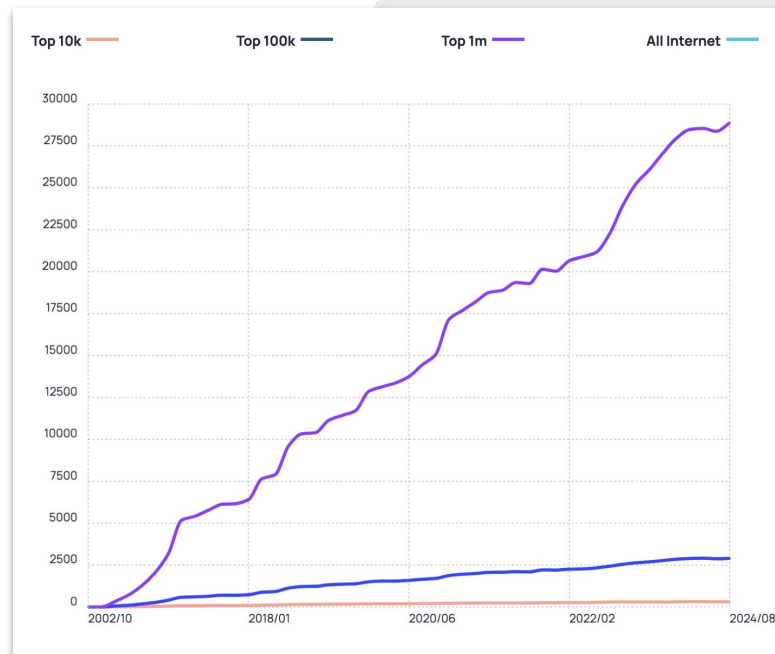
What should you consider  
moving to instead?



# Where should you move instead?

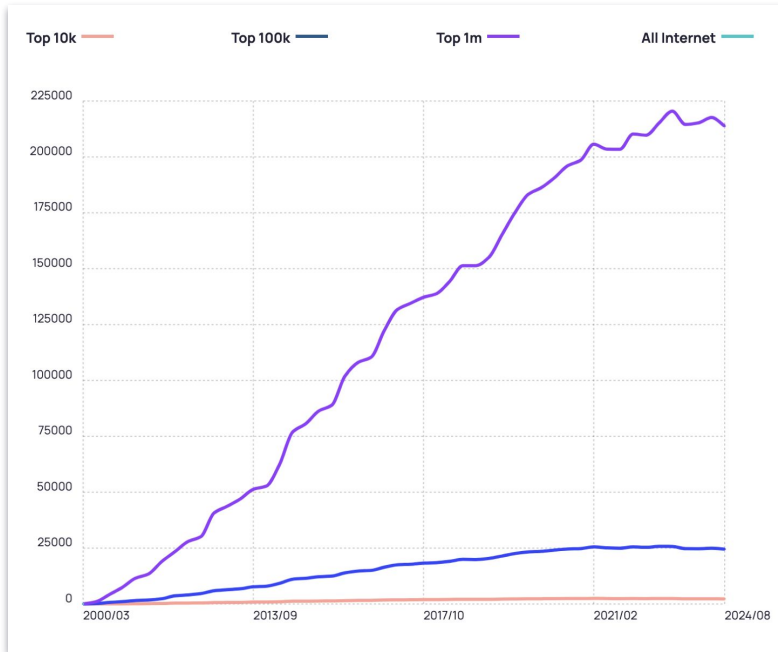


Next.js trends, all internet

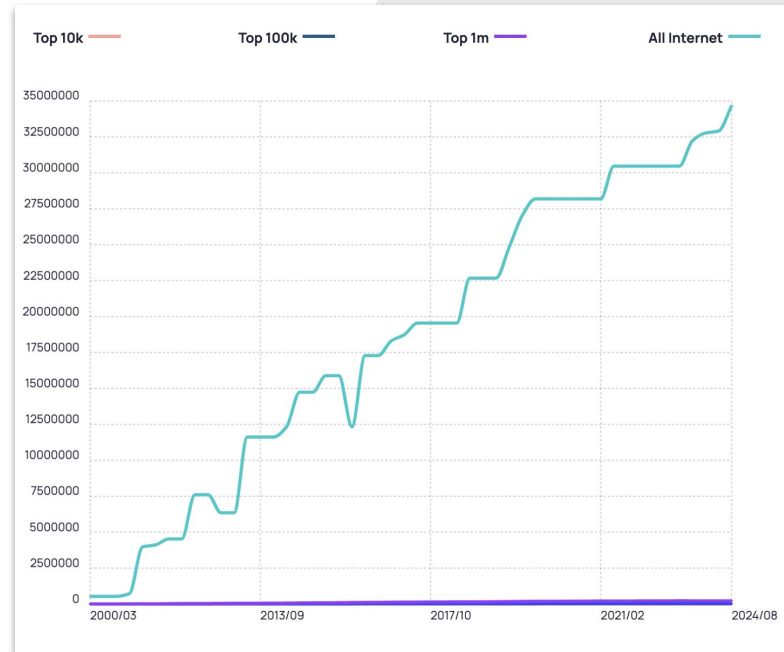


Shopify trends, top 1m sites

# Our recommendation: WordPress



WordPress trends, top 1m sites



WordPress trends, all internet



# Should I stay or should I go?

## Stay with Drupal if

- Your priority is towards development teams and developer frameworks
- You prefer to rebuild, replatform and refresh every 2-3 years
- You have a highly complex architecture
- You're prepared to invest in higher initial and ongoing development costs
- You have a longer time to market and more extended deadlines
- Your organisation is not ready to accept WordPress as an enterprise solution

## Move to WordPress if

- Your priority is towards marketing teams and ease of content publishing
- You prefer to iterate and continually improve your user experience
- You need agility for growth and campaigns
- You're budget conscious and looking for good return on investment
- You're looking to rebuild, go to market or deploy fairly swiftly
- Your organisation is open-minded, willing to innovate and is progressive

# Total cost of ownership

Cost	Drupal	WordPress
License fee	\$0 / year £0 / year	\$0 £0
Example build cost	\$165,000 - \$250,000 £120,000 - £180,000	\$100,000 - \$200,000 £80,000 - £150,000
Example maintenance cost	\$15,000 / year £11,000 / year	\$11,500 / year £8,400 / year
Example hosting cost	\$5,000 - \$10,000 / month £3,500 - £7,000 / month	\$5,000 - \$7,000 / month £3,500 - £5,000 / month
Example ongoing development cost	\$1,500 - \$2,000+ / month £1,000 - £1,500+ / month	\$1,500 - \$2,000+ / month £1,000 - £1,500+ / month

# Marketing benefits of WordPress



Better return on investment



Utilise budget for features you really need



Quick, brand-consistent publishing



Easier to train, easier to use

# Technical benefits of WordPress



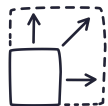
Less risk and more community support



Still trending up, not down



No1 choice for integrations



Highly adaptable and scalable

# A word about the 'how'



<https://wpengine.com/resources/wordpress-vs-drupal-which-cms-is-right-for-you/>



<https://illustrate.digital/wordpress/the-great-cms-exodus/>

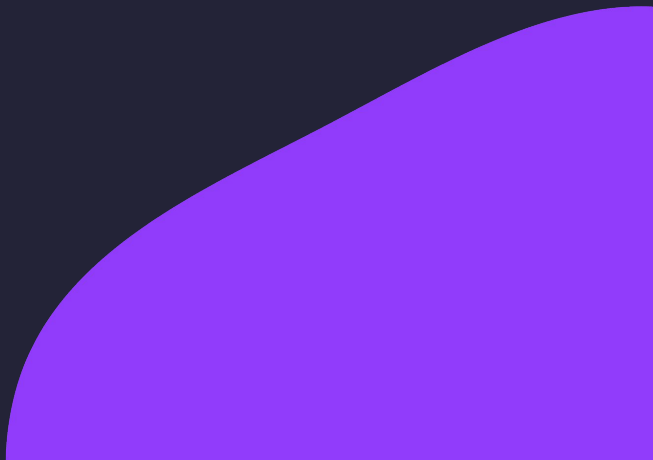
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# Panelists



**Scott Jones**

CEO

**Illustrate Digital**

[The Great CMS Exodus  
WordPress vs. Drupal E-book](#)



**Emily Averill**

Director of Digital Marketing

**Daniels Health**

**Disclaimer:** Daniels Health's  
WordPress sites are still in  
progress & will be live in Jan 2025



**Chandan Sharma**

Web Development Manager

**Bluetext**



**PeterJohn Hunt**

CTO

**Useful Group**

[Useful Group Portfolio](#)



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Interested in learning more about [how to migrate from Drupal to WordPress?](#)

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Thank You

