



Case
Study

Future-Proofing Digital Experience

Migrating from Umbraco 7 to Umbraco 13



About the Company

The client is a mid-sized, content-driven organization with a substantial digital presence built around structured web content. Their website serves as a primary channel for audience engagement, information delivery, and brand communication — making platform reliability, content accuracy, and search visibility business-critical priorities.

With over 100 content pages organized in a defined hierarchy, the client operates a complex content ecosystem managed by a team of editors and administrators through a role-based back-office environment. Their digital platform underpins day-to-day publishing workflows and supports SEO-sensitive content that directly influences organic traffic and online reach.

Having built their platform on Umbraco 7, the client recognized the growing risk of operating on an end-of-life CMS and engaged BelWo to lead a comprehensive migration to Umbraco 13 — ensuring long-term platform sustainability without disruption to their content operations or online presence.

Business Challenge

The client's platform, built on Umbraco 7, had reached end-of-life — exposing the business to escalating security vulnerabilities, limited extensibility, and an outdated developer ecosystem.

The migration to Umbraco 13 was not a simple upgrade. Due to fundamental architectural differences between the two versions, the engagement demanded a complete platform transformation. Key challenges included:

■ Architectural Overhaul

Umbraco 13 uses a completely different rendering engine and content model, making a direct upgrade path impossible.

■ Content at Scale

100+ structured content pages with a defined hierarchy required systematic mapping and accurate data transformation.

■ Template Parity

All custom templates, layouts, and UI/UX patterns had to be rebuilt in modern rendering techniques without visual regression.

■ Back-Office Continuity

Role-based access for editors and administrators needed to be reconfigured to align with existing business workflows.

■ SEO Preservation

The client's organic search footprint was mission-critical — any content or URL drift posed significant revenue risk.

Our Solution

BelWo deployed a structured, phased migration methodology designed to minimize business risk while ensuring complete fidelity of content, design, and functionality. Our approach was built on four pillars: audit-first planning, precision content mapping, incremental migration with validation checkpoints, and post-go-live stabilization.

OUR RESPONSIBILITIES



Content Migration & Mapping

Structured migration of content from legacy CMS schema to new Umbraco 13 content models, ensuring accurate data transformation across all 100+ pages.

Template & UI Alignment

Rebuilding custom templates and layouts to match existing UI/UX, leveraging Umbraco 13's modern rendering techniques.

Back-Office Configuration

Designing document types, content structures, and editor-friendly back-office interfaces tailored for non-technical users

User Roles & Permissions

Configuring role-based access control (RBAC) aligned with the client's editorial and administrative workflows.

Testing & Validation

Comprehensive validation of content integrity, internal and external links, forms, and functional components.

Post-Migration Support

Stabilization, bug resolution, and user onboarding following go-live to ensure smooth adoption.

MIGRATION APPROACH



Our phased, risk-controlled approach ensured high data accuracy and a smooth transition for business users:

- PHASE 01** Initial CMS audit and full content inventory analysis
- PHASE 02** Mapping existing content models to new Umbraco 13 architecture
- PHASE 03** Migration strategy selection — manual, scripted, or hybrid — based on content complexity
- PHASE 04** Incremental migration with validation checkpoints at each milestone
- PHASE 05** Final testing, UAT support, and go-live readiness assessment
- PHASE 06** Post-launch stabilization, bug fixes, and user onboarding

Business Benefits



Eliminated Security Risk

Migrating off end-of-life Umbraco 7 closed critical vulnerability windows, bringing the platform into full vendor support and eliminating exposure to known exploits.



SEO Continuity Preserved

All content, metadata, and URL structures were maintained with precision — protecting the client’s organic search rankings and ensuring no traffic loss post-migration.



Modern, Scalable Architecture

Umbraco 13’s rendering framework gives the client a scalable, extensible foundation that supports future feature development and platform evolution.



Improved Editor Productivity

Redesigned back-office interfaces and streamlined RBAC configuration significantly reduced content management complexity for editorial and admin teams.



Zero Data Loss

Structured content mapping and incremental validation checkpoints ensured complete fidelity across all 100+ content pages throughout the migration process.



On-Time Delivery

The full engagement was delivered in 4–6 weeks through phased execution, with minimal disruption to ongoing business operations throughout.

The modernized platform enables faster content delivery, stronger security posture, and a future-ready foundation for continued digital growth.

BelWo develops, deploys, and manages Customer Communications Management (CCM) solutions for enterprises and print service providers worldwide. As a solutions-focused partner with deep expertise in CCM, enterprises turn to us to support complex CCM initiatives that range from smaller-scale document applications to full-scale omnichannel digital experiences.

Our mission is to help our clients meet strategic CCM goals, add value to every customer communication, reduce costs and improve the workflows of mission-critical CCM processes.

About Us



Stay Updated with Our Latest Articles

[Read Blogs](#)

Follow us on social media

