

Remaking the *New York Post* for the digital age

New York's iconic tabloid called on WordPress VIP and featured partner Alley to fulfill a digital transformation.



The *New York Post* is New York's longest continuously published newspaper and has become the nation's most recognized tabloid. The *Post* partnered with WordPress VIP for a digital transformation that included rebuilding core publishing services from the ground up, led by its multiplying digital channels rather than legacy print processes.



.Alley



The *Post* struggled to keep pace with the changing world of digital-first content

The paper faced multiple challenges in a rapidly changing and extremely competitive digital news environment. It had to be able to move print content online seamlessly, while supporting new digital needs, like live sports and weather information and the dynamic interplay between the company's own channels and social media. Having taken its existing infrastructure as far as it could go, it was time for an overhaul. One example? The system had built up over 17,000 different bylines, though there were only 2,000 authors.

In critical need of new infrastructure, the *Post* migrated its proprietary CMS to WordPress VIP

The *Post* moved 13 years of legacy content—a payload of roughly 1,000,000 articles—out of an older, proprietary content management system and into WordPress. WordPress VIP partner Alley worked with the *Post* to remap hundreds of thousands of old data structures, making sure it all fit together properly and ended up in the right places on the new and redesigned platform. Alley then streamlined the system and interface to match their workflow, which saved countless hours and minutes from the time news happened to the moment it was posted.

Since then, the *Post* has enjoyed major gains in every key metric they track

In the period after launch, the *Post* saw improvements in just about every metric they tracked, from performance to uptime to significant increases in visitor traffic. With the development of a common platform, theme, and infrastructure, the *Post* was also able to efficiently deploy new channels, including PageSix.com. Any new features and functionality developed for one channel can be easily put to use on the other channels as well.

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“Whether you wanted to look at it from a performance standpoint or in terms of speed metrics, or you wanted to look at downtime, or the traffic pre- and post- launch, all the data supported the decision that we made.”

— REMY STERN
CHIEF DIGITAL OFFICER, NEW YORK POST

Key Results

- Virtually eliminated downtime and increased visitor metrics
- Sped up newsroom workflow and reduced staff frustration
- Supported new sister sites and channels under the same infrastructure
- Rapidly deployed and iterated on new functionality in pace with the market
- Eliminated the need for a separate CDN, saving budget and gaining performance
- Realized resource savings that funded new initiatives



WordPress VIP helps enterprises realize the power of the open web.
We handle infrastructure, performance, and security at scale, so our clients
are free to focus on what matters.