



KANOPI STUDIOS

Don't Panic! Drupal 7 Still Has Life.

UCSF Summer Series | August 2020



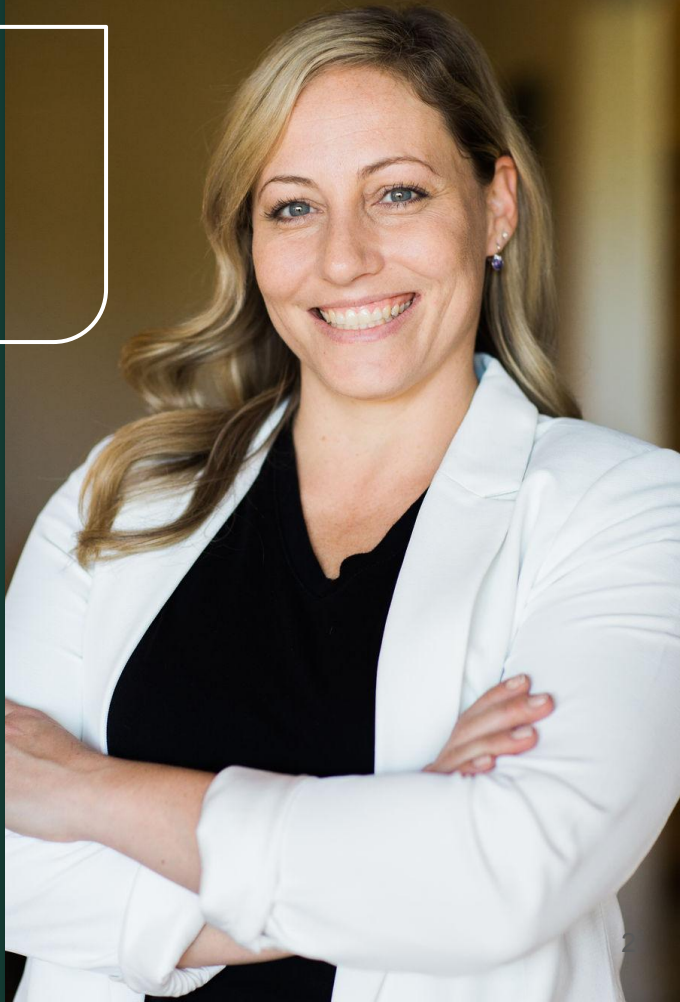
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Founder/CEO

Kanopi takes care of the whole website lifecycle for clients that want to make a positive impact.



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UCSF Summer Series

<https://info.kanopistudios.com/ucsf-summer-web-series>



Eight Wednesdays:

- ~~— June 24: Managing Multiple Editors~~
- ~~— July 8: Plan Your Site with User Stories~~
- ~~— July 22: How a Website's UX Impacts a Brand~~
- Aug 5: Don't Panic! Drupal 7 Still Has life!
- Aug 19: How to Write Inclusive Content
- Sept 2: How to Do an Effective Content Audit
- Sept 16: Website Terms and Definitions
- Sept 30: Reorganize Navigation for Success

Agenda



The Overall Drupal Landscape

The strengths of Drupal 7

Supporting your D7 site

Planning your next steps

Q & A



A quick poll!



The Overall Landscape

What does “end-of-life” mean?

End of life (EOL) means no more security or feature patches to that version of Drupal.



Drupal™

So many versions!

Drupal 7: end of life November 2022

Commercial support extended through 2024.

Drupal 8: end of life November 2021

The earlier date is due to D8's dependency on Symfony 3.

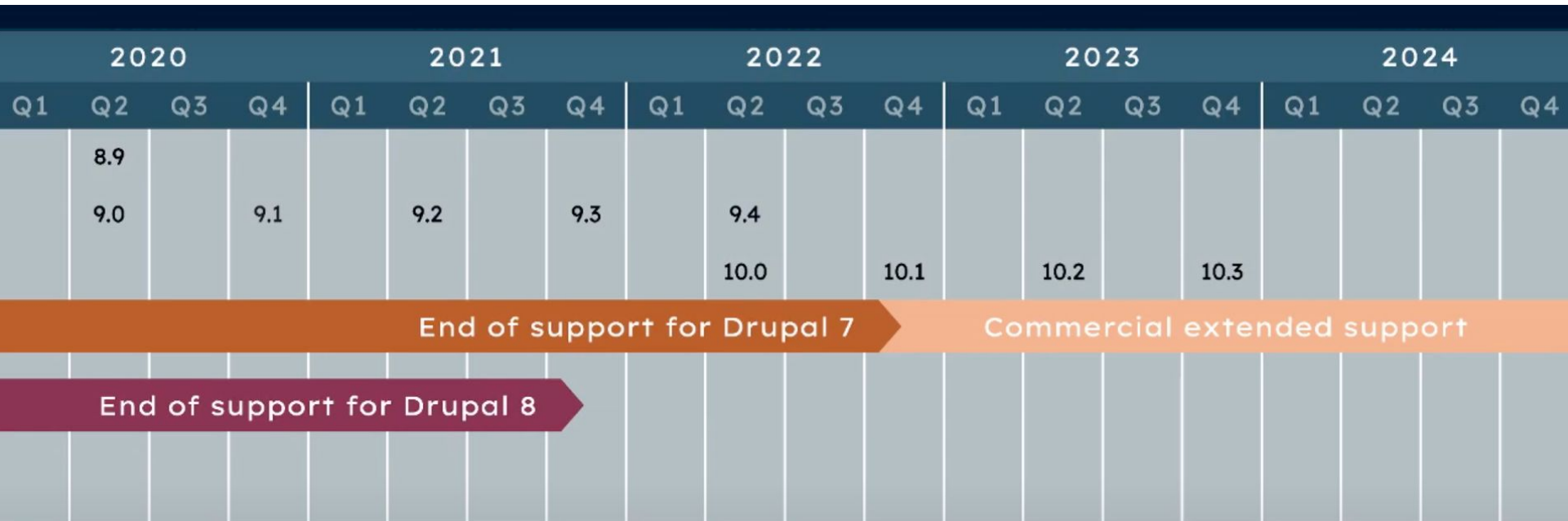
Drupal 9: released June 2020, end of life 2023

D9's biggest dependency is Symfony 4, which has an end-of-life date in November 2023.

Drupal 10: releasing June 2022

For security purposes, all D9 users will need to upgrade to D10 by November 2023, but they want to give site owners at least one year to upgrade from D9 to D10.

End of Life Timelines





See? Don't panic!



Strengths of D7

The strengths of D7



1

Module Support

With nearly 9 years of life, many of the digital tools that you use to run your website likely have solutions built for Drupal 7.



2

Training & Support

There are vast amounts of documentation and resources for both developers and administrative users freely available online.



3

Developer Familiarity

For Drupal developers who have been working with “the Drupal way” for a long time, D7 offers familiarity.



4

Still Highly Secure

The [Drupal Security Team](#) offers [resources](#) to help the community keep each D7 site locked down.

1

Drupal Hosting

[UCSF Hosting](#) for a variety of needs on a platform that is [supporting Drupal 7](#) until at least 2024.

2

Security & Maintenance

Applying security updates, routine maintenance, daily database backups and health checks.



3

A Site for Everyone

Supporting custom sites, migrated site, and UCSF Drupal 7 [Web Starter Kit](#) sites.

4

UCSF Integrations

integration with [MyAccess](#) for single sign on, UCSF profiles and publications, [UCSF Calendar](#), and more.

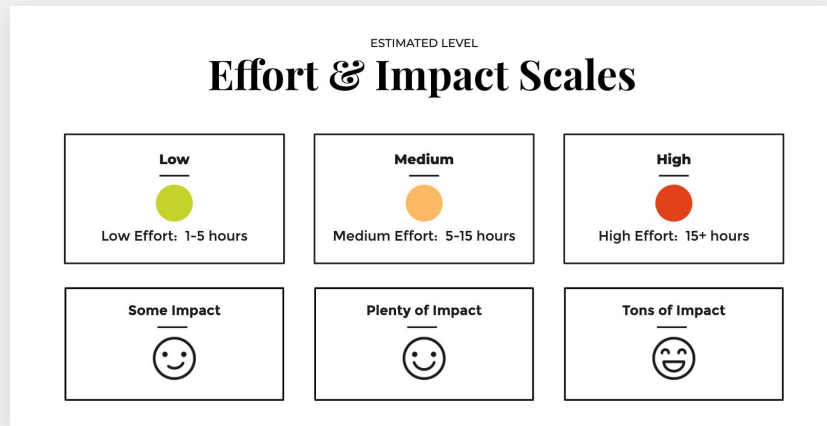



Supporting your site.

Small changes you can do now.

Small improvements can have immediate impact while setting you up well for future moves.









- Navigation Strategy
- Curate Your Content
- Accessibility
- SEO
- Performance Optimization



 Recommendation Recap

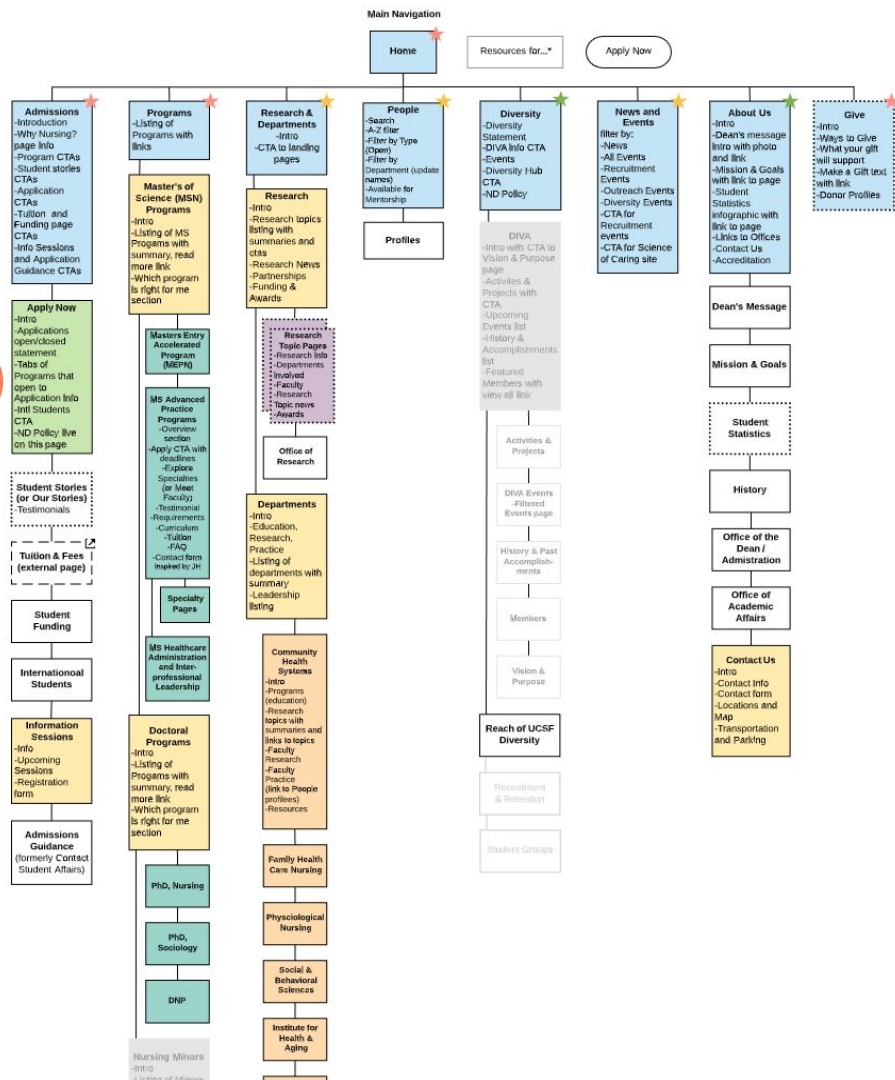
Quick Win Recommendations

Quick updates that can be done before or during the UX & Visual Redesign for big impacts.

Effort		Impact		Add Search
Effort		Impact		
Effort		Impact		Create an "Our Training Difference" and "Request Tailored Training"
Effort		Impact		

Navigation Strategy

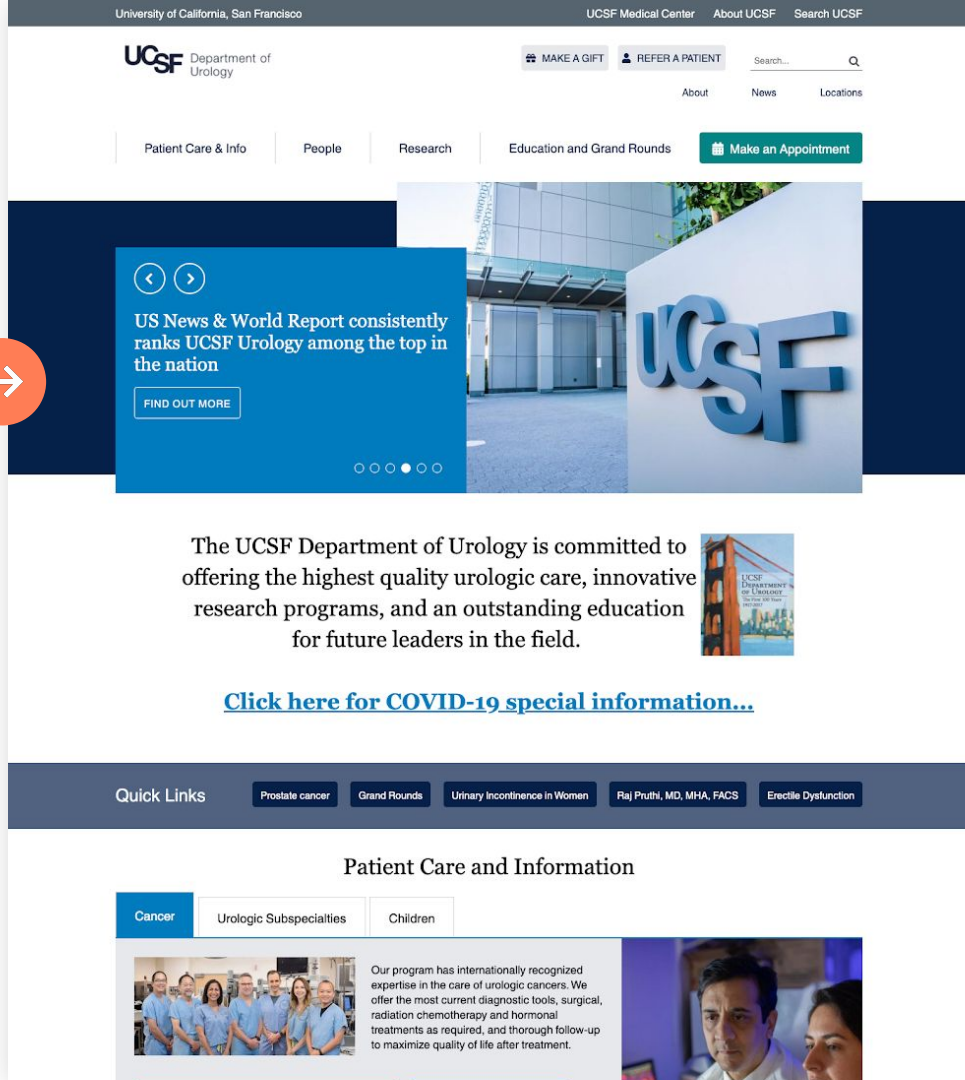
Any work you do on your content strategy will be transferable to your new platform, so there's no need to wait.



UCSF example

Incremental updates to the [Department of Urology](#).

Homepage redesign and navigation, then we tackled the interior pages



**Recommendations:
Language**

Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊

Use Mindful, Simple Language

Update language to Highlight Differentiators

Content Guide

**Recommendations:
Highlight the Experts**

Effort	●	Impact	😊
Effort	●	Impact	😊

Add tagging to staff

Showcase staff on related topical landing pages

**Recommendations:
Content Organization**

Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊
Effort	●	Impact	😊

Taxonomies

Filters

Resource Icons

Training Landing Pages

Services Landing Pages

Homepage Latest Trainings

Update Navigation & Site Structure

Add Filtering and Tagging to Search



Curate your content.

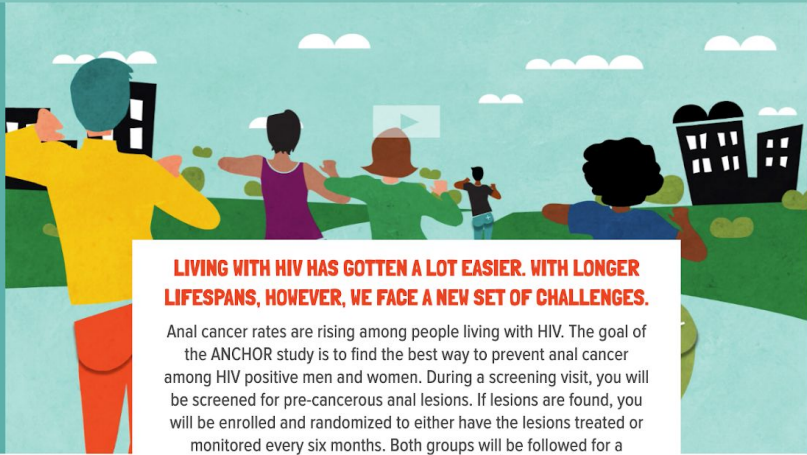
Content is the key to a website's ultimate success. Perform a content audit to determine if the content on your site is accurately representing your organization's culture, mission, and offerings.

Accessibility

Doing an accessibility assessment on your site will help find and remove the barriers that users of assistive technologies — and search engines — face when visiting your site



We need HIV+ volunteers to help prevent anal cancer! Find your study site [JOIN STUDY](#)



LIVING WITH HIV HAS GOTTEN A LOT EASIER. WITH LONGER LIFESPANS, HOWEVER, WE FACE A NEW SET OF CHALLENGES.

Anal cancer rates are rising among people living with HIV. The goal of the ANCHOR study is to find the best way to prevent anal cancer among HIV positive men and women. During a screening visit, you will be screened for pre-cancerous anal lesions. If lesions are found, you will be enrolled and randomized to either have the lesions treated or monitored every six months. Both groups will be followed for a minimum of five years. You will be compensated \$100 for the screening visit.



We need HIV+ volunteers of all genders who are 35+ to take part in a paid study to prevent anal cancer.

[HELP SPREAD THE WORD](#)

FIND AN ANCHOR STUDY SITE



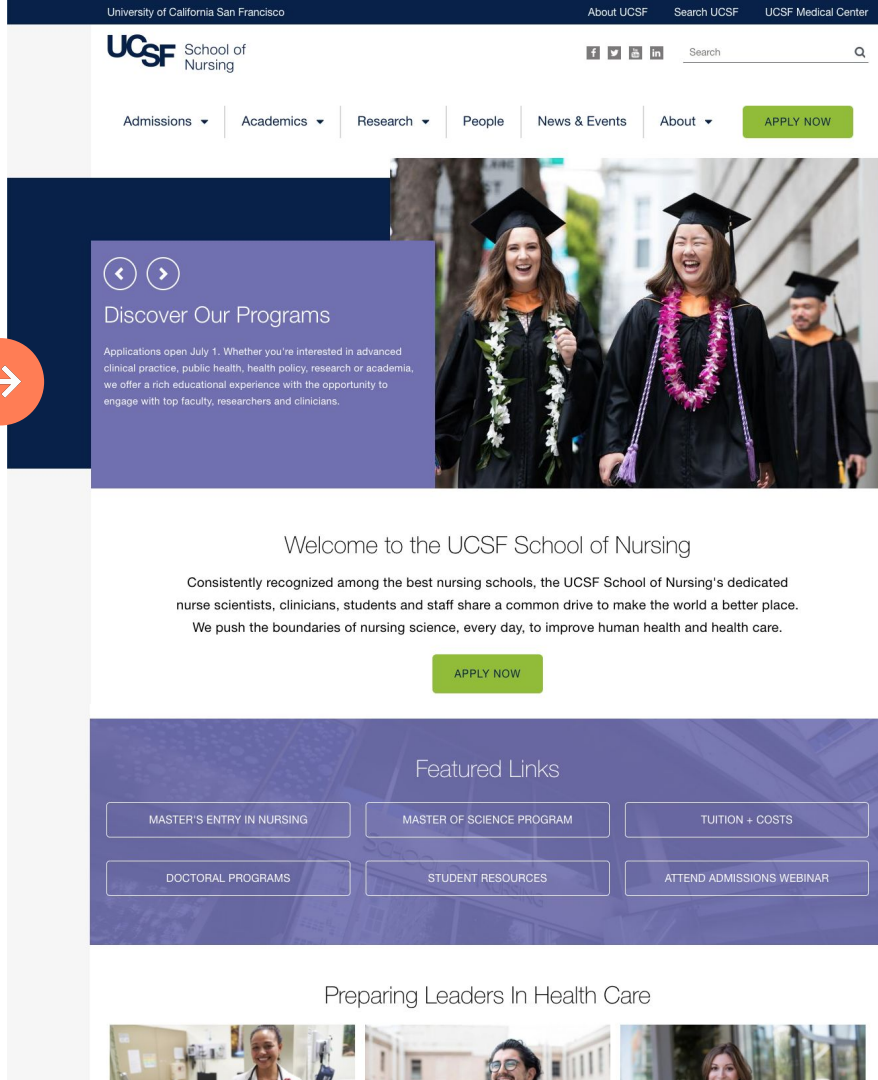
SEO

Optimizing your content and the “behind the scenes” structure of that content will have an immediate impact on your traffic and continue to build an audience you can carry forward onto your next website.

Performance Optimization

These are some of the most popular areas of improvements for website performance:

- Redirects
- Image size
- Caching





Keep your site healthy!

Remember Maintenance:

1

**Do security updates
in a timely fashion.**

Ideally, that means within 12 hours of release.

2

**Minimize your
technical debt.**

Do this with creative problem solving and honestly assessing your needs vs. your wants.

3

If needed, get help.

Work with an agency that can partner with you on long-term success, and help you make both good and tough decisions.



Planning your next steps.

The options:

1

Should I stay on D7?

It will be viable for quite some time. And regular maintenance will keep your site healthy.

2

Should I upgrade to D8?

If there are features you need not available in D7, and your department has the budget, it might be time for D8.

3

Should I upgrade to D9?

D9 is built on D8's same codebase.

Some modules will need to be updated from D8, and that's about it.

“The big deal about Drupal 9 is that it should not be a big deal.”



**Things to keep in mind
as you decide.**



How complicated is your digital ecosystem?

What are the key functions of your site in the larger context of your organization?



If you need a feature that isn't already available, how big is the effort needed to create it?



What about long-term marketing goals?



**Is your team
already familiar
with Drupal 7?**



What is your long-term support plan?





**There are many paths
one can take!**



Questions?

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Want more help?

Questions? Comments?
Reach out to us anytime.



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BOOK A MEETING

bit.ly/meet-kanopi

Resources

- [Planning for Drupal 9 \(Kanopi blog\)](#)
- [There's Still Life in Your Drupal 7 Site \(Kanopi blog\)](#)
- [Is it Easy to Migrate to Drupal 9? \(Kanopi blog\)](#)
- [State of Drupal Presentation, July 2020 \(Dries Buytaert blog\)](#)