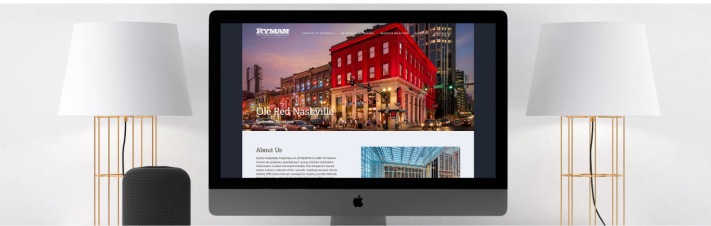


WordPress VIP Migration and Optimization for—The Ryman Hospitality Group



Overview

The Ryman Hospitality group owns a network of four upscale resorts that are managed by lodging operator Marriott International. They also own a few media and entertainment assets. The company has around 11 WordPress websites that were hosted with Pantheon Hosting. They were looking for a reliable and expert WordPress agency to migrate all of their websites to the WordPress VIP infrastructure. Moreover, those websites needed to be set up in a WordPress Multisite architecture. Multidots team migrated and optimized all these websites in six weeks.

Challenges

- Migrate 11 of their websites to **WordPress VIP platform** from the **Pantheon platform**.
- Combine these 11 separate websites **into a Multisite architecture**.
[opry.com](#)
[ryman.com](#)
[olered.com](#)
[olered.com/gatlinburg](#)
[olered.com/nashville](#)
[olered.com/orlando](#)
[olered.com/tishomonga](#)
[wsmonline.com](#)
[opryevents.com](#)
[rymanhp.com](#)
[heehaw.com](#)
- Complete this migration and multisite restructuring **within six weeks**.
- Don't let this migration and merging **impact on SEO scores and ranking**.
- Optimize the code and plugins to achieve **better performance, better coding standards, and VIP compatibility**.

Solutions

- We scanned their code on the WordPress VIP Code-Scanner tool. The tool **found around a thousand issues**, out of which **hundreds were critical** in code and database. We started with fixing those critical issues first.
- We performed manual code audits as well and, again, prioritized fixing all of the critical issues first.
- We cleaned up and optimized the themes for the compatibility within the VIP infrastructure.
- We performed plugin audits and removed the unnecessary plugins and replaced slower or non-compatible plugins.
- Through CLI script, we migrated the content and asset as well as the Multisite architect to WordPress VIP.

Results

- Within six weeks, all 11 websites were migrated to the WordPress VIP platform with the Multisite architecture.
- After the optimization of all codes and plugins, the website now is much more stable and improved in speed.



"Multidots team accomplished what we hoped they would in an incredibly tight timeframe. All 11 websites are now performing at it's best on WordPress VIP Platform and Multisite Setup—Huge thanks to Multidots team!"

— **Jason Simanek**
Website Manager



Company Info:

Ryman Hospitality Properties, Inc. (NYSE: RHP) is specializing in group-oriented, destination hotel assets in urban and resort markets. The company also owns and operates media and entertainment assets, including the Grand Ole Opry (opry.com), the legendary weekly showcase of country music's finest performers for over 90 years; the Ryman Auditorium, the storied former home of the Grand Ole Opry located in downtown Nashville; 650 AM WSM, the Opry's radio home; and Ole Red, a country lifestyle and entertainment brand.

Website: <https://www.rymanhp.com/>

Category: [Code Optimization](#) [Migration to WordPress VIP](#) [Publishing](#)