

Website Migration & Content Strategy Plan

fresnobusinesses.com · cencalbusinesses.com · cencalhosting.com

This plan covers the technical migration of Steve's three WordPress sites to modern static hosting, the conversion of the directory model into a working lead funnel, and the content strategy for each site going forward. All three sites remain Steve's assets throughout. Nothing belonging to Navigator's Log crosses into Steve's properties without explicit written agreement.

■ STEVE'S ASSET — Owned and controlled by Steve Richardson.

■ NAVIGATOR'S LOG ASSET — Owned and controlled by Christopher Blake Head / Navigator's Log R&D.;

■ SHARED / INTERACTION — Points where the two entities connect by agreement.

STEVE'S THREE SITES

fresnobusinesses.com		STEVE'S ASSET
DESCRIPTION	Primary domain. Fresno-area business directory. The original product.	
CURRENT STATE	WordPress site on paid hosting (~\$80–120/yr). Directory model with noindexed free listings. Very low organic traffic due to noindex on free tier. Not generating meaningful revenue.	
TARGET STATE	Static site on Netlify free tier. Indexed directory functioning as a lead funnel for GBP service. Every managed client gets a free, properly indexed listing. Contact form feeds GBP service inquiries.	

cencalbusinesses.com		STEVE'S ASSET
DESCRIPTION	Secondary domain. Central Valley business directory.	
CURRENT STATE	WordPress install, same hosting account. Same directory model, same limitations. Lower traffic than Fresno-specific domain.	
TARGET STATE	Static site or redirect to fresnobusinesses.com. Decision depends on whether Steve wants to expand service area — hold the domain either way.	

cencalhosting.com		STEVE'S ASSET
DESCRIPTION	Third domain. Hosting services brand.	
CURRENT STATE	WordPress install or simple holding page. No evidence of active client hosting revenue.	
TARGET STATE	Simple static landing page (30-minute build) or permanent redirect. Do not let it expire — domain has future brand value.	

NAVIGATOR'S LOG ASSETS — NOT PART OF THIS MIGRATION

These stay completely separate

navigatorslog.netlify.app, fpaw.netlify.app, fpaw-preflight.netlify.app, and clear-pointtechnical.netlify.app remain under Christopher Blake Head's control on Netlify under the Navigator's Log account. No Navigator's Log domain or IP will be hosted on Steve's accounts, and Steve's domains will not be hosted on Navigator's Log accounts.

CURRENT COST BREAKDOWN

Item	Owner	Current Cost/Year	Post-Migration Cost/Year	Savings
WordPress hosting (est.)	Steve	\$180–220	\$0 (Netlify free)	\$180–220
fresnobusinesses.com domain	Steve	~\$15–20	~\$12 (Namecheap/Porkbun)	\$3–8
cencalbusinesses.com domain	Steve	~\$15–20	~\$12	\$3–8
cencalhosting.com domain	Steve	~\$15–20	~\$12	\$3–8
SSL certificates	Steve	\$0–50 (may be bundled)	\$0 (Netlify auto)	\$0–50
WordPress plugins/themes	Steve	\$0–80 (est.)	\$0	\$0–80
Navigator's Log hosting	Christopher	\$0 (already Netlify)	\$0	No change
TOTAL — Steve	Steve	~\$225–310	~\$36	\$189–274

The following rules govern every decision in this migration and all future work. They exist to protect Steve's ownership of his assets and Christopher's ownership of Navigator's Log assets.

SEPARATION RULE	Steve owns his domains. Navigator's Log owns its domains. Neither transfers to the other without a written agreement signed by both parties.
WHY IT MATTERS	Domain ownership is the root of everything. If a domain is in Steve's registrar account, it is Steve's. If it is in Christopher's account, it is Navigator's Log. Move all Steve domains to a registrar account Steve controls.
SEPARATION RULE	Steve's sites are hosted on Steve's Netlify account. Navigator's Log sites are hosted on Christopher's Netlify account. No cross-hosting.
WHY IT MATTERS	Hosting accounts carry administrative access. If Steve's sites are on Christopher's account, Christopher has the power to take them down. If NLR sites are on Steve's account, Steve has that power over NLR properties. Neither should have that leverage over the other.
SEPARATION RULE	Navigator's Log branding does not appear on Steve's sites as a hosted product. A partner acknowledgment is acceptable if both parties agree in writing.
WHY IT MATTERS	Steve's sites should read as Steve's businesses. Navigator's Log branding on fresnobusinesses.com could complicate Steve's ability to sell or transfer the domain in the future.
SEPARATION RULE	GBP service client relationships belong to Navigator's Log, not to Steve's directory sites.
WHY IT MATTERS	A business appearing as a managed client listing on fresnobusinesses.com is a client of Navigator's Log R&D;., not of fresnobusinesses.com. The directory lists them as a feature, not a commercial relationship.
SEPARATION RULE	Revenue from GBP service flows through the Navigator's Log / Steve Richardson partnership agreement — not through Steve's websites.
WHY IT MATTERS	Steve's sites can drive leads to the service but payment for GBP management is invoiced by Navigator's Log, not collected through fresnobusinesses.com.
SEPARATION RULE	Content created by Christopher for Steve's sites belongs to Steve.
WHY IT MATTERS	If Christopher writes an article for fresnobusinesses.com, that content is Steve's property. Christopher may reference the work as a portfolio example with Steve's permission.

SEPARATION RULE	Steve can modify, sell, redirect, or discontinue his sites at any time. Christopher can do the same with Navigator's Log properties.
WHY IT MATTERS	Neither party has veto power over the other's digital properties. The only obligation is 30 days written notice if a change would materially affect GBP service clients whose listings appear on Steve's sites.

WHY STATIC HOSTING

WordPress is designed for sites that need user logins, database queries, and dynamic content. Steve's directory sites do not need any of those things. Every page can be a static HTML file served directly from a CDN. Static sites load faster, have zero database attack surface, require no plugin updates, and cost nothing to host on Netlify's free tier.

THE TECHNOLOGY STACK

Component	Technology	Why	Steve's Involvement
Hosting	Netlify (free tier)	Global CDN, auto SSL, custom domains, form handling — all free	Create a Netlify account. One-time 10-minute setup.
Build method	Plain HTML + CSS or Eleventy	No database, no plugins, no maintenance. Christopher writes and deploys.	None after initial account setup
Domain DNS	Point domains to Netlify via registrar DNS settings	All three domains continue working — just pointed at a new host	Approve the DNS change in his registrar account
Domain registrar	Namecheap or Porkbun	\$12–15/yr per domain vs \$15–20/yr current.	Log into current registrar, initiate transfer. 5 minutes per domain.
Contact forms	Netlify Forms (free, 100 submissions/mo)	No plugin needed — submissions go to Steve's email directly	Confirm which email receives inquiries
Analytics	Google Analytics 4 (free)	See who visits, what pages, where they come from.	None — Christopher configures
Site backups	GitHub repository (free)	Every version of every file stored and recoverable.	None

MIGRATION PROCESS

Step 1: Christopher exports the current WordPress content as XML — preserves all existing content before anything changes on the live site.

Step 2: Christopher builds the new static site locally. Fully built and tested before any DNS changes. Steve reviews at a Netlify preview URL.

Step 3: Steve creates a Netlify account (free, 10 minutes) and Christopher transfers the site to Steve's account. Steve is the account owner.

Step 4: Steve logs into his domain registrar and updates the DNS nameservers to point to Netlify. DNS propagates within 24–48 hours. Old WordPress site stays live during this window.

Step 5: Once DNS is confirmed, WordPress hosting can be cancelled at the next billing cycle.

Steps 6–7: Repeat for cencalbusinesses.com and cencalhosting.com.

The important detail about WordPress cancellation

Do not cancel WordPress hosting until the static sites are live and tested on the new domains. The sequence is:
build → deploy to Netlify preview → DNS cutover → confirm live → then cancel WordPress.

THE CORE REFRAME

Steve's sites currently try to charge businesses for visibility. The conversion does not abandon what Steve built. It redirects his local brand toward a model that is actually growing: a useful, indexed, free resource that earns trust and generates leads for the GBP management service.

fresnobusinesses.com — SITE ARCHITECTURE

STEVE'S ASSET

Page / Section	URL Structure	Purpose	Content Owner	NLR Connection
Homepage	fresnobusinesses.com/	Fresno business hub. Featured categories, recent additions, contact form.	Steve (Christopher writes)	CTA for GBP service inquiry
Category Pages	fresnobusinesses.com/hvac-fresno/	One page per service category. Lists businesses. Ranks for "[category] Fresno" searches.	Christopher writes, Steve approves	Managed clients appear prominently
Individual Business Listings	fresnobusinesses.com/listing/[name]/	Name, phone, hours, category, link to Google Maps. INDEXED.	Auto-generated from listing data	NLR-managed clients get enhanced listings
Fresno Business Guide	fresnobusinesses.com/guide/	Seasonal and evergreen content. Builds organic traffic.	Christopher writes under Steve's brand	Converts readers into GBP service prospects
About / Contact	fresnobusinesses.com/contact/	Who Steve is. The GBP service offer. Inquiry form.	Steve writes, Christopher formats	Primary lead capture page

cencalbusinesses.com — DECISION POINT

STEVE'S ASSET

Option A — Central Valley Hub: Build as the broader regional version of fresnobusinesses.com. Covers Fresno, Clovis, Madera, Kings, and Tulare counties. Opens the geographic footprint of the GBP service.

Option B — Redirect and Hold: Point cencalbusinesses.com to fresnobusinesses.com via a 301 redirect. The domain retains its value. Zero additional build effort.

Recommendation: Option B now, Option A when the Fresno service reaches 20+ managed clients.

cencalhosting.com — HOLD AND REDIRECT

STEVE'S ASSET

Simple static one-page placeholder or redirect to fresnobusinesses.com. Renew the domain annually (~\$12/yr). Do not let it expire.

PHASE
1

Audit & Prepare

Week 1 · Decisions
before code

STEVE

- Review and confirm the plan
- Identify current domain registrar and login
- Decide: cencalbusinesses.com Option A or B
- Create Netlify account (free, 10 min)

NAVIGATOR'S LOG

- Export all WordPress content
- Audit existing listings to preserve
- Set up GitHub repository for Steve's sites
- Confirm DNS access and registrar credentials

TOGETHER

- Agree on site structure and listing tiers
- Confirm separation rules are understood

COST — STEVE

\$0

COST — NLR

\$0 —
Time
onlyDELIVER
SAudit complete. Site structure agreed.
Steve's accounts ready.PHASE
2

Build the Static Sites

Weeks 2–3
Christopher builds
Steve reviews preview

STEVE

- Review preview site at Netlify URL
- Approve content and structure
- Provide any business information for About/Contact

NAVIGATOR'S LOG

- Build fresnobusinesses.com static site
- Build cencalhosting.com placeholder
- Configure Netlify Forms on contact page
- Set up Google Analytics 4
- Build cencalbusinesses.com (redirect or full build per decision)

TOGETHER

- Test all pages and forms together
- Confirm listings display correctly
- Review and approve content before DNS cutover

COST — STEVE

\$0

COST — NLR

\$0 —
Time
onlyDELIVER
SThree static sites built and approved on
Netlify preview URLs.

PHASE 3

DNS Cutover & WordPress Exit

Week 3–4 · Go live
Cancel old hosting

STEVE

- Log into domain registrar
- Initiate domain transfers to Namecheap or Porkbun
- Update DNS nameservers when transfer completes
- Cancel WordPress hosting at next billing cycle

NAVIGATOR'S LOG

- Configure custom domains in Steve's Netlify account
- Confirm SSL certificates auto-issued
- Verify all redirects and forms working live
- Submit updated sitemaps to Google Search Console

TOGETHER

- Confirm all three domains are live on Netlify
- Verify Steve can access his Netlify account independently

COST — STEVE

**\$12–15
per
domain
transfer
Total:
\$36–45
one-time**

COST — NLR

\$0

**DELIVER
S**

All three sites live. WordPress cancelled. Steve saves \$189–374/yr.

PHASE 4

Content Launch & SEO Foundation

Month 2 · First real
content. First search
traction.

STEVE

- Identify 5–10 businesses for first standard listings
- Review first Guide article before publication
- Begin sending managed NLR clients' listings to Christopher

NAVIGATOR'S LOG

- Write and publish 5 category landing pages
- Write and publish first Fresno Business Guide article
- Submit sitemap to Google Search Console
- Add first 10 standard listings
- Add enhanced listings for all current NLR managed clients

TOGETHER

- Review published content together
- Confirm NLR managed client listings look correct
- Confirm lead intake form is receiving inquiries

COST — STEVE

\$0

COST — NLR

**\$0 —
Time
only**

**DELIVER
S**

5 category pages live. First guide article published. All NLR clients listed.

PHASE
5

Ongoing Content & Growth

Month 3 onward
Monthly rhythm
established

STEVE	NAVIGATOR'S LOG	TOGETHER
→ Forward any new listing inquiries to Christopher	→ Publish 2 Fresno Business Guide articles per month	→ Monthly review of site traffic and lead form submissions
→ Share any local news or events worth a guide article	→ Add new NLR client listings as clients onboard	
	→ Monitor Google Search Console for search performance	

COST — STEVE	\$0	COST — NLR	\$0 — Included in NLR service delivery	DELIVER S	Site generating organic traffic. Lead form producing GBP service inquiries.
--------------	-----	------------	--	-----------	---

	Current Annual Cost	Post-Migration Annual Cost	Net Change
WordPress hosting	\$180–220	\$0	Save \$180–220
Domain registrations (3)	\$45–60	\$36	Save \$9–24
SSL certificates	\$0–50	\$0	Save \$0–50
WordPress plugins / themes	\$0–80 (est.)	\$0	Save \$0–80
One-time domain transfer fees	—	\$36–45 total (one time)	One-time only
TOTAL — STEVE	~\$225–410/yr	~\$36/yr	SAVE ~\$189–374/yr
TOTAL — NAVIGATOR'S LOG	\$0	\$0	No change

The bottom line

Steve goes from paying \$225–410 per year for three WordPress sites that are invisible to Google and generating no leads, to paying \$36 per year for three fast, indexed, professionally built static sites that showcase his managed clients, generate GBP service inquiries, and cost almost nothing to maintain.