



# Community Guide vBulletin to Invision Community

Real Interviews by IPS Clients. Provided for  
free to the community.

Author: Joel R | February 2019

# About the Guide

The Community Guide vBulletin migration to Invision Community is provided as a free service to Invision Community. All information and opinions contained herein are those of the author and interviewees, except where otherwise noted.

The information is accurate as of its publication. February 2019.

## Joel R


- Joel Rangelles is a 3-time Certified Community Manager who enjoys engaging the Invision Community to develop leading communities of excellence
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## IPS, Inc.

- Invision Power Services is a premier community developer helping brands and administrators build successful online communities since 2002
- Contact: [sales@invisionpower.com](mailto:sales@invisionpower.com)







*There is no power for change greater than a community discovering what it cares about.*  
- Margaret Wheatley

Many thanks to the following individuals who participated in the co-creation of this guide:  
AlexWebsites, ChristForums, Cfish, Markus Jung, Ramsesx, Steve Bullman, and the IPS Staff



# Foreword

Deciding to migrate will be one of the biggest strategic decisions you make for your community. You need to investigate your options, analyse the features, and assess technological fit for both now and the future. This is a decision that will shape your community for years. If you're a serious and professional vBulletin admin looking for a trusted platform, then use this guide as a free resource to help you make the best decision for you and your community.

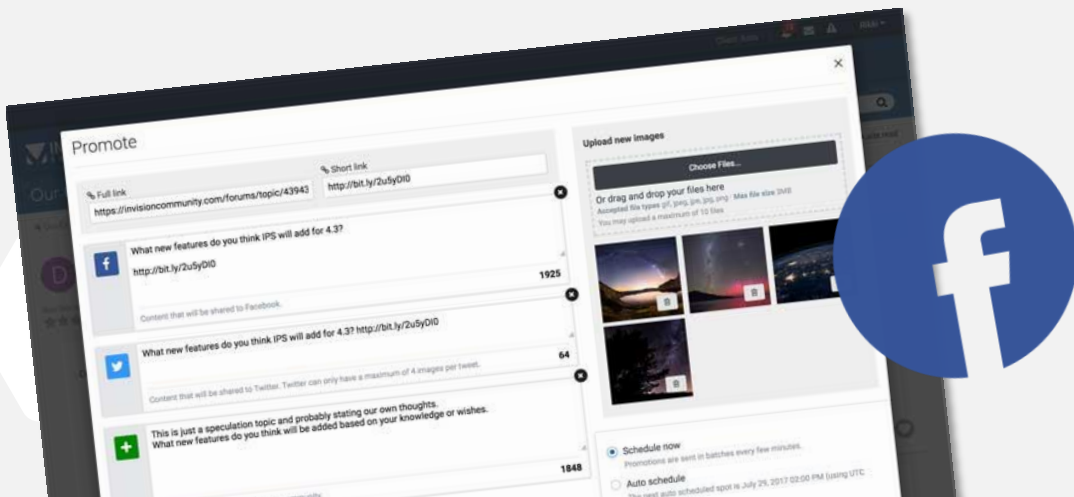
I interviewed 6 IPS clients who migrated from vBulletin. Read their stories and more in this free community guide written by an IPS insider.

## Social Reach

- Build a community that integrates with leading social networks for faster registration, engagement, and more
  - Social Media Promotion – Highlight the best content in your community to push to Facebook or Twitter on a schedule.
  - Social Sign-in – Enable registrations from social networks like Facebook, Twitter, Google, and LinkedIn.

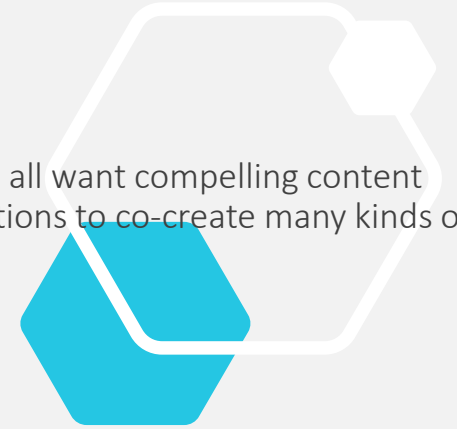
## Proactive Moderation

- Deploy moderator tools to be more efficient and proactive to address issues.
  - Automated Community Moderation – Empower your community to flag content. Set thresholds to auto-hide content.
  - Saved Forum Actions – Create rules for one-click workflows to make repetitive tasks easy.
  - Spam Defense – Use the combined network of thousands of Invision Communities for real-time spam block.
  - Moderator Control Panel – Control and manage all moderator duties in one dashboard to manage members, post announcements, and restore or edit content.



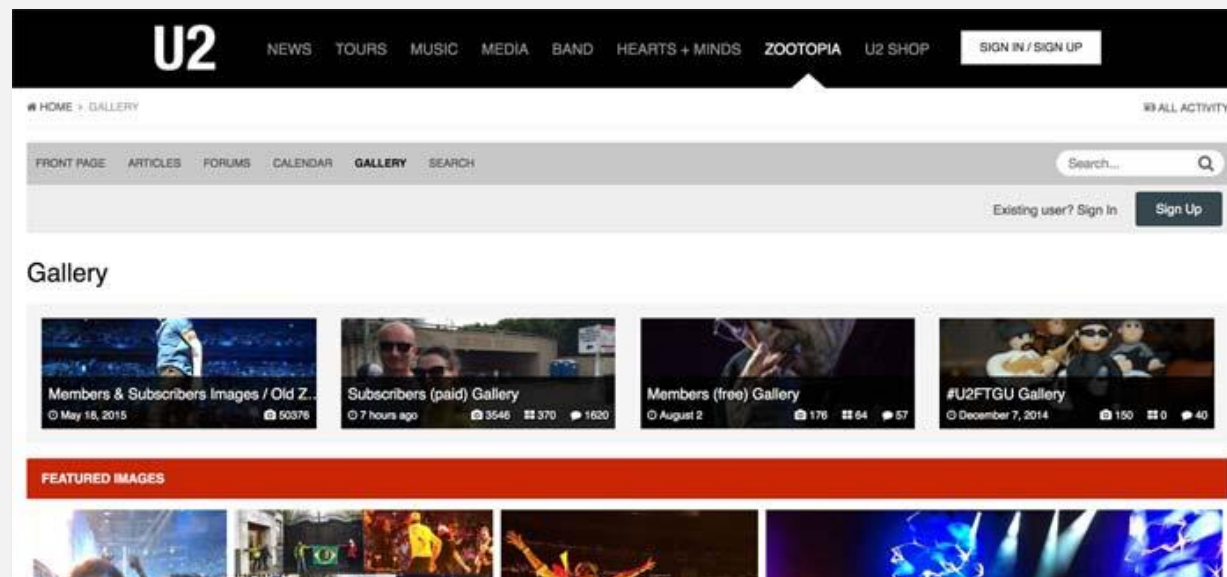
# A New Approach to Community

Communities today need to think about all the ways to author multimedia content. Users, industry experts, and search engines all want compelling content spanning images, videos, blogs, events, wikis, and other digital assets. IPS excels in this area, empowering brands and organizations to co-create many kinds of content.



## Content Applications

- Mix-and-match applications to bring everything into a single community.
  - Combine Forums, Gallery, Downloads, Blogs, and Calendar into a customized experience that offers a suite of rich media. Go beyond forums into a vibrant community of user-generated content.



## Pages

- Use the power and extensibility of Pages to create bespoke community pages and dynamic databases of content. Build a website around your community.
  - Information Pages – Easily create pages of information, guidelines, and reference sources using a visual page builder.
  - Blocks – Drag and drop blocks of reusable content, content feeds, or custom content anywhere in the community.
  - Databases – Build an authoritative repository of articles with custom fields, custom templates, and custom filters.

# Trusted Leadership

Invision Power Services (IPS, Inc.) is the team behind Invision Community. They've been developing forum and community software since 2002. The team has been around longer than Facebook, YouTube, and Twitter with 17 years of experience building communities for leading brands and organizations. The core leadership team is the same team that started the company, providing trusted leadership and service to thousands of communities.



## The Team Behind the Software

- Trust your community to the stability of the same leadership team who started IPS in 2002.
- Trust your community to the deep experience of helping some of the largest brands in the world build and maintain their communities.
- Trust your community to the customer service of professional ticket support that comes with every license.



# Interviews

Real Experiences from IPS Clients  
who converted from vBulletin





# @AlexWebsites

Converted October 2016 to IPS

10 Years of Experience

22,000 Members | 97,000 Posts

## My Experience:

- I was already using IPS on other sites and really liked the direction and functionality versus vBulletin.
- The converter came with built-in redirects and I was able to redirect most of my traffic. Traffic did drop off but recovered within a few months.
- I like the functionality of IPS, IPS support, the support community, 3rd party apps and plugins, ease of styling and use, and overall error free operation of IPS.
- **Advice for new IPS owners:** Backup your database, run a test conversion a few times, and test your URL redirects. Look through your analytics and make sure 90% of your URLs that drive traffic will redirect properly.





The background is a collage of images. On the left, there are hexagonal overlays containing various images: a close-up of a large speaker, a person's face, and a street scene. On the right, there is a vertical strip showing a street at night with neon signs. One sign is blue with white text, and another is white with blue text. The overall color palette is dominated by blue and purple neon lights.

I really liked the direction  
and functionality versus  
vBulletin.

@AlexWebsites

# @cfish

- Converted August 2018 to IPS
- 17 Years of Experience
- 34,000 Members | 437,000 Posts

## My Experience

- The IPS approach to responsive web design was inline with my own thinking.
- IPS seemed to have a thoroughly modern approach to development and a clear objective of building a modern web application.
- I really liked the IPS approach to creating a suite of applications around a common core - this gives a lot of flexibility in terms of building an integrated site including a forum as one component.
- I love the design of the admin and moderation back-end, a real treat after living with the antiquated and confusing vBulletin back-end.
- The moderation is much less work for my moderators; we love the fact that much of what we had to do manually is now automated.
- **Advice for new IPS owners:** I wish I'd know that IPS had a function for archiving older forum posts into a different database table.







I love the design of the  
admin and moderation  
back-end, a real treat after  
living with vBulletin.  
[@cfish](#)

# @Christforums

Converted April 2018 to IPS

5 Years

3,000 Members | 75,000 Posts

## My Experience:

- I wish I had known that the converter was so easy to use and migrate from Vbulletin 5.
- I wish I knew that before the migration process began that I needed various other applications from IPS4 such as Downloads, Pages, and Blogs to migrate those things which are included in the vBulletin suite.
- The stableness of IPS allows me to focus on content and other staff duties rather than filling out bug reports.
- **Advice for new IPS owners:** Don't worry about the additional expense of the IPS4 software when compared to the Vbulletin 5 suite if you like customizations. The amount spent on aftermarket products and developers while using Vbulletin 5 comes out to much more than after migrating and customizing your IPS4 site.







I wish I had known that the  
converter was so easy to use.  
[@ChristForums](#)

# @Markus Jung

Converted September 2015 to IPS

12 Years of Experience

25,000 Members | 150,000 Posts

## My Experience:

- I was dissatisfied with slow development of vBulletin and harsh answers to community requests.
- I especially like the fast support from IPS
- I wish I knew what can and cannot be migrated in more detail.
- **Advice for new IPS owners:** Take your time to get used to the backend







I especially like  
the Fast support  
[@Markus Jung](#)

# @Steve Bullman

- Converted July 2017 to IPS
- 12 Years of Experience
- 31,000 Members | 1,600,000 Posts

## My Experience

- The site was drastically outdated and I didn't like the general feel of vBulletin. IPS seemed to offer a better all-round package for what I needed
- I spent about 2 years deciding between IPS and another competitor, so had plenty of time to read everything. There is plenty of information on the IPS forum so if you've done your research there shouldn't be too much to worry about.
- Ease of use, both on the front end and the backend.
- The temporary drop in traffic was surprising but expected. It took about 12 months to see traffic starting to get back to where it should be.
- **Advice for new IPS owners:** My advice would be to mimic your old forum as much as possible, make further changes slowly over time once your members are used to the new forum.







IPS seemed to offer a better  
all-around package for  
what I needed  
[@Steve Bullman](#)

# @Ramsesx

Converted June 2018 to IPS

14 Years

7,000 Members | 440,000 Posts

## My Experience:

- I always prefer the best for my community from where I earn my income. IPS came into the game and became the new leader in the market.
- An important aspect was the longtime outlook because I hate to change horses over the years. IPS gave me the feeling of being trustworthy; they are more than 17 years in the forum software market.
- I like the well thought concept overall, the details, and the abundance of features and functions.
- The peer community itself is very helpful and mature. Some members are big assets in teaching how things work. The IPS staff is great in support.
- **Advice for new IPS owners:** Depending on your type of community it might be wise to disable advanced options like fluid view or enable it later on when your community members get more familiar with the new software.



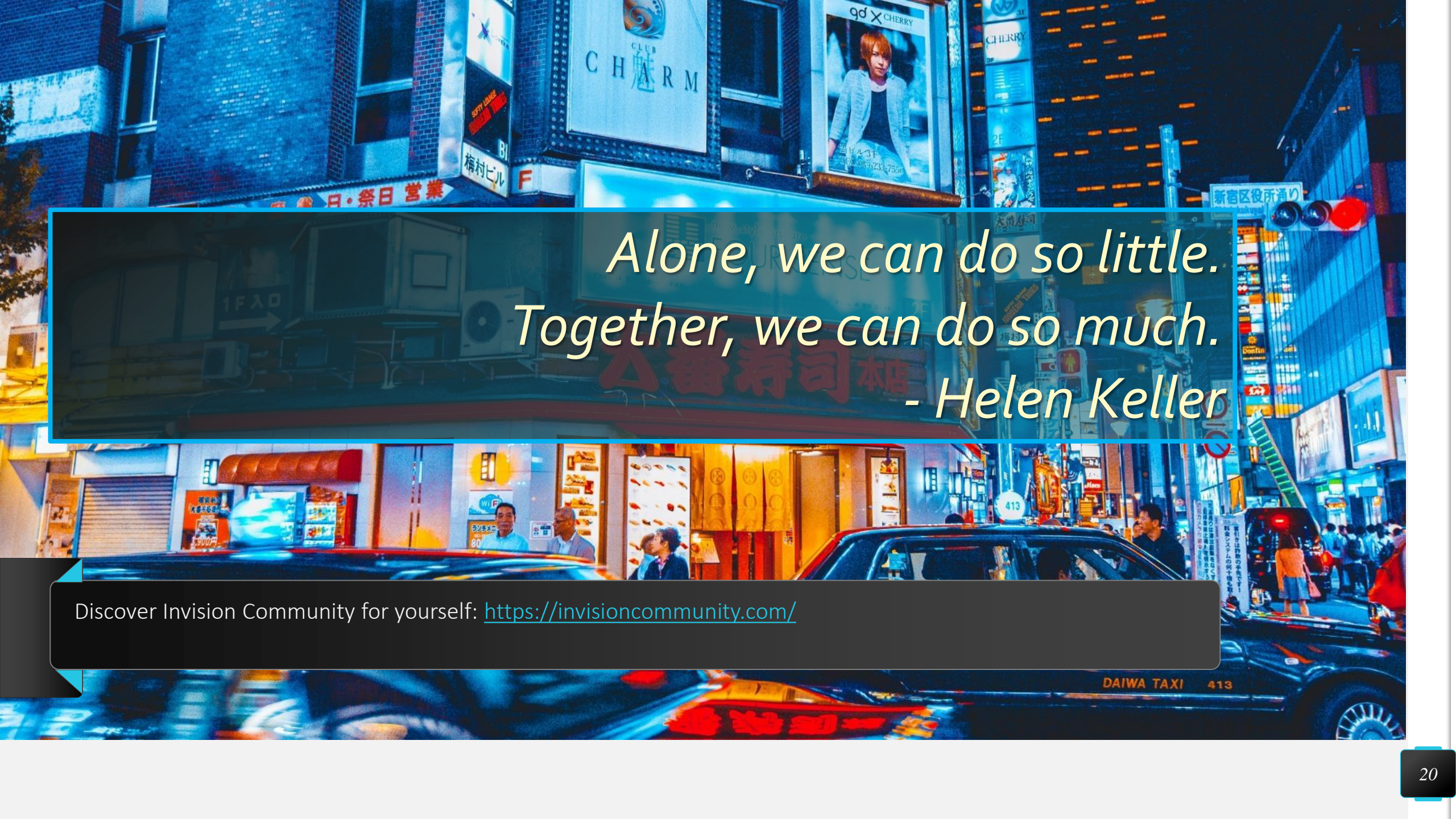




I always prefer the best for my community. IPS became the new leader in the market.

@Ramsesx





*Alone, we can do so little.  
Together, we can do so much.*  
- Helen Keller

Discover Invision Community for yourself: <https://invisioncommunity.com/>



# Conclusion

When you migrate to IPS, you get the full package: a leading community suite of rich features, mobile-ready design, and rich content applications; professional and dedicated support that comes bundled with your license; and most of all, a trusted and stable development team.

These six IPS clients made the decision to migrate their successful communities from vBulletin to Invision Community.

Invision Community is the right choice for serious and professional vBulletin clients looking for the next community platform.

## Links

- [IPS Blog](#)
- [Release Notes](#)
- [Converter](#)
- [Guide: Migrate Your Community](#)
- [Demo](#)
- [Community Forums](#)
- [Buy Now](#)

