TECHNICAL CASE STUDY

Cowboy Productions: a Lovable design on WordPress in 12 hours

By the 7Fridays team · October 2026 · fabrement.com

12 h	16 + 34	77	93
of work, delivered in one week	pages and blog posts carried over	projects, now their own content type	Google mobile score on launch day

Summary

Cowboy Productions makes brand, pitch and animation videos for startups and companies in Israel. It had a WordPress site built on Elementor and a new design made in Lovable. The job was to give the site the new design without losing anything the old one had earned: its pages, its blog, its projects and its place in search.

At a glance

Site	thecowboy.co.il
Before	WordPress with Elementor
New design	Made in Lovable
Built with	Custom native Gutenberg blocks on one design system, no page builder
Carried over	16 pages and 34 blog posts with their addresses, titles and descriptions, and 77 projects as their own content type
Language	Hebrew, right to left
Time	12 hours of work, delivered in one week (8 to 15 October 2026)
Run by	The team, in the WordPress admin and through Claude connected over MCP

> *"Oleg transformed our Lovable website to WordPress in the cleanest and most efficient way. The best solution out there!"*
>
> Avi Graiver, Cowboy Productions

Why the design moved to WordPress, not the other way round

Lovable is quick at turning an idea into working screens. But the site was more than a few screens: dozens of blog posts that bring visitors from search, a portfolio of 77 projects that grows with every

job, and titles and descriptions tuned over years in Yoast. All of that already lived in WordPress, so the design came to the content, not the other way round.

How it was built

1. **The design as code.** Lovable keeps the project in a GitHub repository, and the agent worked from its components and styles, not from screenshots.
2. **One block per section, on one design system.** The home page alone uses a dozen: header and footer, a hero with a background video, a value strip and a scrolling row of client logos, a track record with a counter and award cards, a projects grid fed by the projects content type, process steps, testimonials styled as Wild West wanted posters, a call to action, a slider of tips and a floating contact button.
3. **Right to left.** The whole site reads right to left, as Hebrew should.
4. **Mapping before building.** The old site was mapped page by page from its Yoast sitemaps. The title template was set so the old titles came out word for word, and the schema, social images and robots settings stayed as they were.
5. **Content and search history.** 16 pages and 34 blog posts moved into the new design with their addresses, titles and descriptions. The 77 projects became their own content type with their dates, their order and all 25 video categories. The six service pages kept their own text, FAQs and video lists.
6. **New where the old site had nothing.** A contact page with Google Calendar booking and a branded 404 page.

Challenges and fixes

Very little of the 12 hours went into writing code. The time went into checking, section by section, against the design.

Problem	Fix
Lovable's animations don't run in a background browser tab, so elements sat 20 to 30 px away from where they end up, and measurements taken there were wrong	Read each element's starting offset and subtracted it before measuring
Blog cards declared a hover lift in the code, but the prototype never actually lifted them	Copied the behaviour the prototype really shows: a shadow and a zoom on the cover
Fonts, spacing and animations an agent can miss	Compared every section with the design by eye; neither the designer nor the client could see a difference

Results

Front end	The old site loaded Elementor, a caching plugin and a handful of other plugins. The new home page loads two: the contact form and Fabrement. Each block brings only its own code to the pages that use it.

Speed	93 on mobile in Google's speed test on launch day, with no layout shift
Search	Every page, post and project on its old address, with its title and description
Editing	A new project, post or headline is a request to Claude in plain language, or the same blocks and fields in the WordPress admin

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