TECHNICAL CASE STUDY

Lumick: an Elementor site rebuilt as native Gutenberg blocks

Written by the AI agent that built the site, edited by the 7Fridays team · October 2026 · fabrement.com

19	21 → 4	33	3 px
pages on their original URLs	active plugins	custom blocks	max difference on desktop

Summary

Lumick is a Dutch maker of LED photo ceilings and photo walls for hospitals, dental practices, schools, offices and wellness venues. Its site, lumick.com, was built in Elementor with four add-on packs and 21 active plugins.

The brief: rebuild the same site on native WordPress blocks without changing a single URL, meta tag or section. The new site is live on lumick.com: 19 pages, 33 custom blocks and 4 active plugins, with every page within 3 px of the original on desktop.

Starting point

The old site looked right and ranked, but everything sat on a page builder and a long tail of plugins.

	Old site (Elementor)	New site (native blocks)
Address	lumick.com	Built on a staging copy, moved to lumick.com at launch
Strength	Finished design, indexed Dutch URLs, Yoast meta, HubSpot, Leadinfo and CookieYes in place	Same design and content, each section an editable block
Content	20 pages: home, products and 3 product pages, projects, design gallery, 5 sector pages, partner, team, contact, 3 legal pages, an order form, a healthcare page	19 of them, on the same URLs
Under the hood	Elementor with four add-on packs and 21 active plugins	Started empty: every section, menu and meta tag had to be rebuilt

Ground rules

The whole project rested on one rule: the new site may change what is under the hood, never what visitors and search engines see.

1. **URLs and meta = lumick.com.** Every page keeps its Dutch slug, title, meta description, robots rule and Open Graph tags; where the original had no meta description, none was added.
2. **Sections and elements = lumick.com.** Spacing, fonts, colours, hovers and animations were copied from the original and checked by measuring in the browser at 1440 and 390 px.
3. **The live site stays read-only.** Until launch, lumick.com was only read and measured, never changed.
4. **Fix the original's bugs, not its content.** Where the old layout was broken (mobile text squeezed into a narrow column), the bug was not copied; texts and order stayed exact.
5. **Nothing goes public without consent.** Pages stayed drafts until the owner approved publishing.

How the site was built

1. **Foundations and design system.** The Elementor kit became design tokens: navy #050516, blue #3fa2f6, purple hover #ad49e1, pill buttons that shrink to 90% on hover. One header (burger menu below 992 px) and one footer with drop-up submenus read ordinary WordPress menus; address, phone, email and socials live on one site-options page.
2. **Homepage.** Sky photo hero, partner logo marquee, about intro with a 4.5/5 rating and counters, project grid, process steps with a video popup and a closing call to action.
3. **Product pages.** /producten/ with product cards and example prices; LED photo ceiling, LED photo wall and dynamic daylight pages with a photo, accordion and a sticky sidebar of links and contact.
4. **Sector pages.** Dental practices, education, offices, wellness and architects, built from shared blocks: check-list cards, feature grids, split photo sections and a before/after photo slider.
5. **Remaining pages.** /projecten/, the /design/ theme gallery with FAQ, /partner-worden/ with its Teamleader form, team, /contact/ with the HubSpot form and a map, three legal pages, a branded 404, and the Aspire order form: four steps that send each order as JSON to a webhook.
6. **SEO pass.** The head of every page was compared tag by tag with the original, and titles, descriptions, robots, Open Graph and schema brought in line.
7. **Pixel pass.** A script measured every heading's position on both sites at 1440 and 390 px; padding was adjusted page by page until desktop matched within 3 px.
8. **Launch.** A full backup of the old site was taken, the new site moved onto lumick.com, search-engine blocking was lifted, the language set to nl-NL, and the HubSpot, Leadinfo and CookieYes tags were added through WPCode.

Challenges and fixes

Most of the time went not into layout but into details the old site never showed on the surface.

Problem	Fix
Text looked bolder than on the original on macOS	The old theme set antialiased font smoothing on the body; the same rule was added site-wide
Mobile submenus had no arrow and could not be opened; a long menu ran off the screen	Added a tap target per parent item, and a menu panel that scrolls on its own without moving the page
og:description empty on 8 pages: the original used WordPress auto-excerpts, which blocks don't produce	Entered the exact excerpt texts in each page's Facebook description, without adding a meta description the original never had
The /design/ share image was an AVIF, which Yoast does not output	Saved the same picture again as JPG
Order form buttons overflowed on phones	Buttons share the row equally with tighter padding below 768 px
The HubSpot, Leadinfo and CookieYes plugins lost their account connections in the move	Their output is just script tags with account IDs; the same tags went into WPCode, no logins needed

Results

Live address	lumick.com, open to search engines (index, follow), language nl-NL
Pages	19 on their original URLs: home, /producten/ and 3 product pages, /projecten/, /design/, 5 sector pages, /partner-worden/, /ons-team/, /contact/, 3 legal pages, the Aspire order form; plus a branded 404
Custom blocks	33, including header and footer (heroes, product detail, price cards, FAQ, before/after slider, order form, legal text)
Active plugins	4 instead of 21: Fabrement, Yoast SEO, Wordfence, WPCode
Fidelity	Every page within 3 px on desktop (1440 px); mobile matched except where the original layout was broken
SEO	Titles, descriptions, robots, Open Graph images and descriptions as on the old site; canonical URLs and sitemap on lumick.com
Tracking	HubSpot, Leadinfo and CookieYes running with the same accounts and the same behaviour as before
Time	10 hours of work, with 3 meetings with the client

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