

CLIENT: SPANISH-LANGUAGE LOCAL NEWS | WORDPRESS REDESIGN + RELIABILITY REPAIR

Reporte Hispano rebuilt for reliable local-news publishing

A guarded redesign replaced a brittle legacy homepage with 11 editor-controlled news sections, preserved legitimate direct advertising and reader comments, retired obsolete public English routes, and repaired the cache failure that left live story cards blank.

REPRODUCED: 14/30 LACKED IMAGE MARKUP

30/30
loaded after repair

Aug 20: desktop, phone, and tablet. Aug 24: desktop/phone recheck. Carousel 3/3; no homepage overflow.



The starting challenge

- Intermittent missing homepage photos and inconsistent cached image output.
- Sponsored Disqus/Taboola units below stories while direct ads had to stay.
- Obsolete English routes, broken publisher contact, and a 2020 footer.
- A homepage the small newsroom could not safely reorganize week to week.

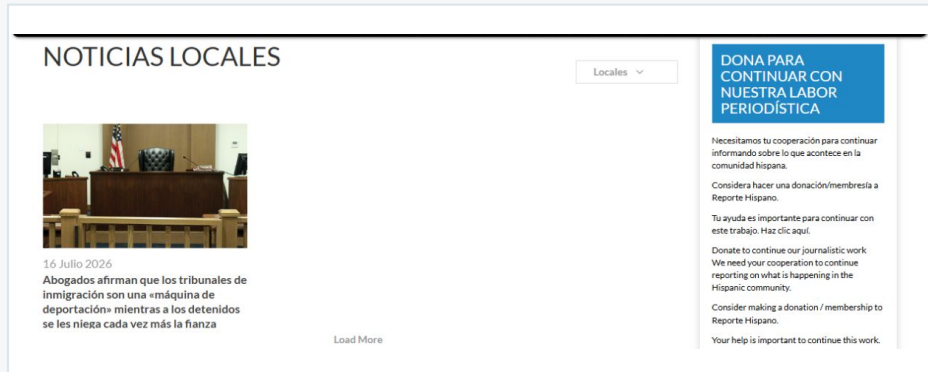
Engagement

- 01 **Audit + evidence map**
Jul 29
- 02 **Private staging + first revision**
Jul 30-Aug 8
- 03 **Ad/contact workflow revision**
Aug 10-12
- 04 **Guarded production launch**
Aug 18
- 05 **Image/cache repair + deep scan**
Aug 20

A client-led redesign, followed by a verified repair

The first concept did not fit the newsroom. Client feedback redirected the work toward visible category separation, local-news priority, rotating photography, and weekly editorial controls. After launch, the client reported missing photos; the cache fault was reproduced, fixed, and retested. Compare structure only; screenshots are point-in-time evidence.

BEFORE - ARCHIVED JUL 17, 2026



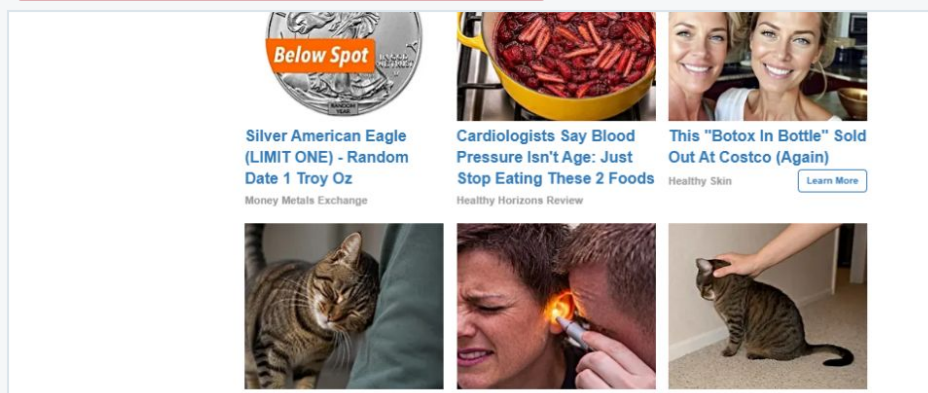
Local news depended on an All/region filter and one visible card; old donation/service language occupied the rail.

AFTER - LIVE AUG 24, 2026



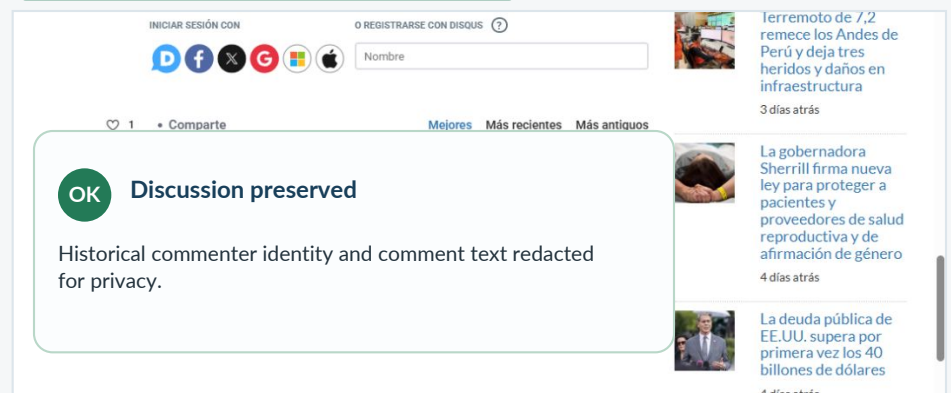
A photo-led feature and seven-link priority bar lead into 11 distinct sections, beginning with Noticias Locales.

BEFORE - STORY AUDIT JUL 29, 2026



Sponsored Disqus/Taboola recommendations appeared below story content.

AFTER - LIVE STORY AUG 24, 2026



Disqus discussion remains. Aug 20 QA found no Tempest/Taboola/Criteo/PubMatic/AdSense markers in a recent and an older story.

What changed - and what was actually measured

Completed deliverables, measured technical results, and client-reported feedback are kept separate.

01 Editorial control

11 movable sections; 1-4 stories per section; 1-4 rotating Featured stories, default 3.

02 Reader paths

Local-first hierarchy, distinct categories, seven priority links, and a bilingual Contact page.

03 Direct advertising

Five right-rail positions plus optional between-section banners; direct ads and comments preserved.

04 Guarded recovery

Functional English retirement, five 410 routes, and 129/129 exact operations including four story restorations; backups, revisions, and rollback gates.

WHAT THE NEWSROOM CAN NOW DO

Reorder sections, change story counts, select lead photos, manage five ad positions, and insert direct banners through normal WordPress controls instead of editing theme code.

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"The website looks cleaner and better organized."

Client email, Aug 11, 2026. A post-launch email also said, 'This looks great!' on Aug 19. Attribution and publication permission pending; no client confirmation after the Aug 20 repair is documented.

Verified technical results

Measured Aug 18-24, 2026

30/30

One cached response reproduced 14/30 cards lacking image markup; after repair, homepage cards loaded at every tested width.

Aug 20 QA; desktop/phone recheck Aug 24

444

Representative public routes with none of the enumerated route, loop, title, canonical, mixed-content, or runtime-marker failures.

Bounded scan; 27 sitemaps / 10,733 sitemap-listed URLs

300

Sampled internal images returned valid image responses; no broken response was found.

Bounded image sample, Aug 20

26/26

Release checks passed; all 18 active theme files matched the frozen 1.5.3 release byte-for-byte.

Release integrity, Aug 20

Evidence boundary

No verified traffic, leads, revenue, conversions, ranking, or time-saved dataset was provided. Bounded QA is not continuous monitoring. SEO/content/ad-placement items and a separate 47-record suspicious-content cohort remained for review. One current story had mobile overflow from a long URL. No fully spam-free or universal mobile-perfection claim is made; no post-repair client testimonial is documented.

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Live link