

Going from Umbraco 13 to 17

Don't Just Upgrade. Evolve.



Dive Into

At a glance: Path 1 and Path 2	03
It is rarely “just” a technical update	05
What Umbraco Deploy can help with	06
Comparison Table: Upgrade vs Fresh Build	08
Why is it the ideal time to go Cloud?	09
The benefits for agencies	10
You’re not alone	11
Limited offer: Book your Cloud Success Bundle	12



At a glance

If you are helping clients plan their move from Umbraco 13 LTS to Umbraco 17 LTS, there are 2 realistic upgrade paths to consider:

1. Upgrade the existing solution and run the required migrations in the upgraded instance
2. Prepare a fresh Umbraco 17 solution and move content and schema using Umbraco Deploy import/export

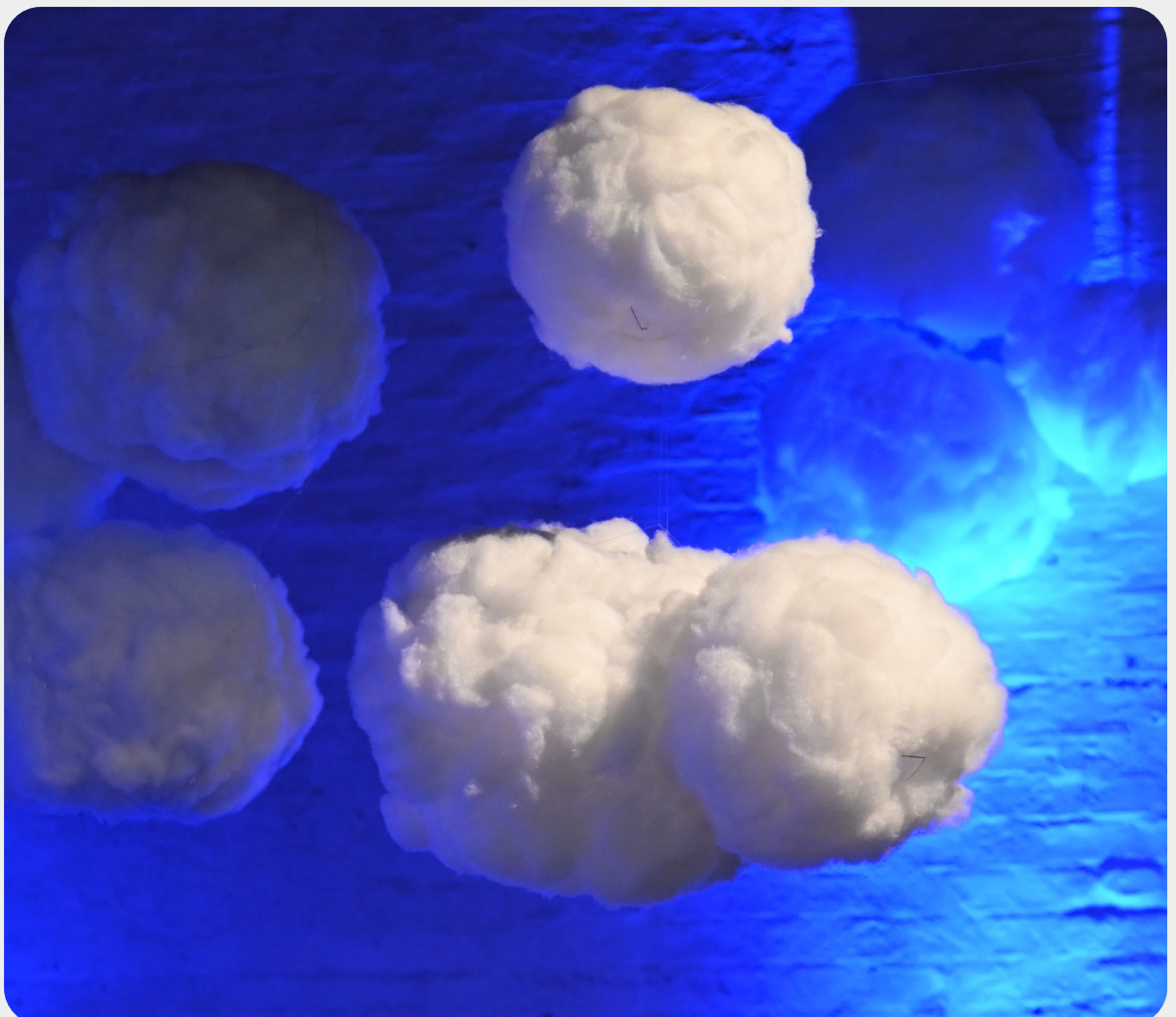
Both routes can work well. The right choice depends on the shape of the current solution, the amount of legacy in the implementation, and whether this is simply a version upgrade or a chance to modernize the delivery and hosting setup around it.

For many clients with older backoffice patterns, custom extensions, or legacy data structures, Path 2 can be especially relevant for moving from Umbraco 13 to 17. This is partly because Umbraco 14 introduced a new backoffice architecture and extension model, creating a natural moment to modernise parts of the solution.

Whether your client follows Path 1 or Path 2, a major upgrade is also an ideal time to consider Umbraco Cloud. If they are already investing in the move to Umbraco 17, it is a natural moment to evaluate Umbraco Cloud, the platform managed by Umbraco HQ. It gives you a clearer operational setup, includes Umbraco Deploy as part of the platform, and adds Umbraco Support around your migration journey and beyond.

Thus, Umbraco Cloud can help make the migration journey smoother, while giving your clients a stable, secure platform for the long haul.

This whitepaper dives into why Umbraco Cloud is a strong next step for you and your clients.



A major version upgrade is rarely “just” a technical update

In practice, it is usually the point where you and your client need to evaluate the full picture: custom code, package compatibility, integrations, hosting, deployment flow, and how much of the current implementation should be carried forward.

That is what makes the move from Umbraco 13 to Umbraco 17 more than a version change.

For most cases, it makes more sense to build fresh on Umbraco 17, and this is where the benefits of Umbraco Deploy and Umbraco Cloud come in.



Choosing path 2: Build fresh on Umbraco 17 and save time with Umbraco Deploy

This is what we'll describe as the clean option.

Instead of upgrading the full implementation, you set up a fresh Umbraco 17-ready solution on Umbraco Cloud in just a few clicks and use the Umbraco Deploy import/export feature to move content and schema across in a more structured way.

For agencies, this can be especially valuable when the project has built up technical debt over time, when property editors or content structures have evolved, or when the implementation would benefit from a cleaner architecture rather than a direct continuation of the old one.

What Umbraco Deploy can help with

Umbraco Deploy adds flexibility to the standard CMS migrations. The CMS upgrade path already handles core version-to-version migrations, but Umbraco Deploy transforms legacy content and schema during import, including through custom migrators for project-specific data models. This is especially useful for older client solutions, where part of the standard migration is handled by the CMS itself, while Umbraco Deploy gives you extra control to transform legacy or custom data structures into a cleaner Umbraco 17 setup.

“We use Umbraco Cloud for almost all our clients—about 95% of them. The baseline functionality means we can spin up a site pretty quickly and get going fast, which reduces project time and budget while bringing more value to the customers.”

Mathias Lyck
Toxic, Umbraco Platinum Partner

It is also a very natural route when the upgrade is combined with a move to Umbraco Cloud. You can be sure of a smoother migration process and with the Umbraco Cloud support team there to answer any questions you might have during the migration, you'll have the best setup from the very beginning.



Path 2 is often the ideal fit when:

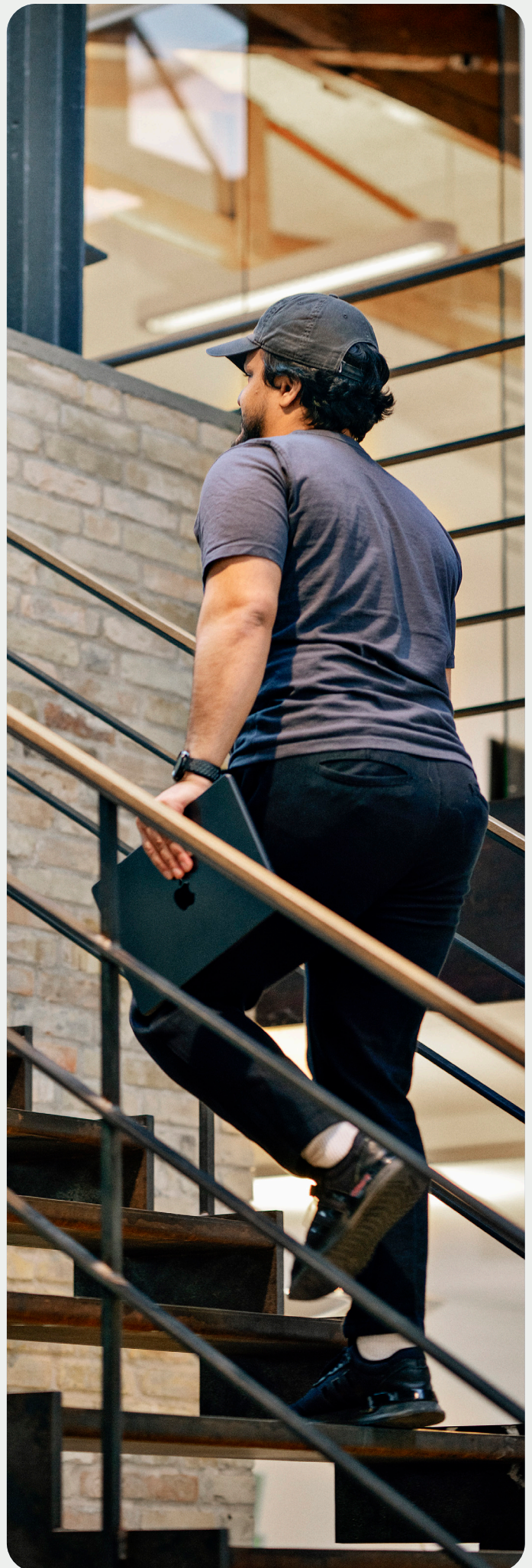
- The existing solution has grown more complex over time (as with the jump from version 13 to 17)
- The client wants to modernize and take advantage of new features, not only upgrade
- The content is valuable, but the implementation should improve
- You want to save development time moving content and schema
- Hosting and operational setup are also being reconsidered to ensure long-term benefits

Main benefit

You get a cleaner target setup and more freedom to improve the implementation.

Main trade-off

It usually needs more planning and clearer scoping up front. But setting up a solid foundation on a stable, well-supported platform will become a long-term benefit for you and your client.



Comparison table

TOPIC	PATH 1: UPGRADE EXISTING SOLUTION	PATH 2: FRESH BUILD + UMBRACO CLOUD, DEPLOY IMPORT/EXPORT
Core approach	Upgrade the current project and run migrations	Build on Umbraco 17 and move content/schema across
Best fit	Healthier and well-understood projects	Older, more complex, or more legacy-heavy projects
Continuity	High	Medium
Opportunity to clean up	Limited	Strong
Technical debt carried forward	More likely	Less likely
Initial effort	Usually lower	Usually higher
Strategic flexibility	Lower	Higher
Fit with Umbraco Cloud	Good	Very strong, Umbraco Deploy is included with every Umbraco Cloud plan



Why is it the ideal time to go Cloud?

If you are already guiding a client through a major upgrade, this is one of the most natural moments to revisit the hosting and operational setup as well.

This is not (only) about using Umbraco Cloud because an upgrade can be challenging. It is about using a natural project moment to improve the operational setup around the solution.

And to make the timing even more ideal, we've wrapped up an [Umbraco Cloud Success Bundle](#) for you, packed with value to save you time and money, while making all the necessary skills available to help you succeed with Cloud from the get-go.

“Umbraco Cloud makes our work a lot easier, and it gives stability to our end clients...We like to work on what we are good at, creating great solutions for our customers. And we don’t want to be bothered with tooling, hosting solutions and setup.”

Frans de Jong

Webwonders, Umbraco Platinum Partner



The benefits for agencies

With Umbraco Cloud, the platform layer is operated and supported by Umbraco HQ, while you remain focused on architecture, implementation, delivery, and the client relationship.

**Umbraco Cloud is not here to replace your role.
It supports it.**

You stay focused on delivering the right solution for your client, while Umbraco provides the hosting and project management platform, and as a very helpful cherry on top, you have access to the Umbraco Cloud Support Team if any guidance is needed during the migration and after go-live.

And remember, partner credits can be used, and how you decide to wrap Cloud into your contract with your clients is completely up to you.

You're not alone. World-class support is here for you

With Umbraco Cloud, your client is not only moving to a solid hosting setup, but they are also moving to a platform where you have access to **Umbraco Cloud Support**.

Major upgrades often involve questions around package compatibility, deployment flow, migrations, environment setup, and validation. Having Umbraco Support available gives both you and your client an additional layer of confidence throughout the process - and beyond!



24/5 Support



NPS Score:
82



57% get a reply
within 1 hour



24h guaranteed
response time



Platinum Partner:
Access to second-level
support



Support teams in
DK, US, AU

Secure your Cloud Success Bundle today

For many, the move from Umbraco 13 makes it the right time to go Umbraco Cloud.

To further incentivise this decision, as well as secure that you get the best experience with Cloud from the very beginning, we've put together the Umbraco Cloud Success Bundle:

- **100% discount on Umbraco Cloud training** - level up the skillset of your entire team so you have the knowledge to build a solid foundation for success with Umbraco Cloud.
- **A Cloud consultancy call**, including a review of your migration or upgrade plan and guidance on key considerations when moving to and using Umbraco Cloud.
- **Free Cloud project for the remainder of 2026** - the faster you activate this bundle, the more value you get from this offer.



Deadline for activating
this bundle:
30 June, 2026

Activate your bundle now 

P.S. Need more time?

If your client is unable to complete the move from Umbraco 13 to 17 before the End-Of-Life date, December 14, 2026, it may be worth discussing Umbraco 13 Extended Long-Term-Support (XLTS). This is a temporary bridge that'll buy you time to plan and complete an upgrade. You can extend the support period for 6, 12, or 24 months - [view all the Umbraco 13 XLTS details here](#).



umbraco