



Website Operations

We modernize, host and secure your forum, and run its ads.

WHO IT'S FOR

Busy forums that have lost traffic on old software: vBulletin 3 to 5, phpBB 3.0 or older, SMF 2.0 or older, or IP.Board 3.

Old forum software loses search traffic every year, and AI engines skip sites they can't crawl. Fixing it in-house means a developer you don't have.

WHAT IT IS

We move your forum to XenForo or another modern stack, host it, keep it secure, fix what search and AI engines hold against it, and run its ads.

WHAT'S INCLUDED

What you get

- The move to XenForo or another modern stack
- Hosting, and security: the scam-ad lockdown and Cloudflare bot control
- Crawl and AI-engine checks, and control over which AI crawlers get in
- Reports on the visits AI assistants send you
- 4 developer hours a month
- Ad Management, included

PRICE

30%

of ad revenue

Two-year term. Includes 4 developer hours a month. Paid Net 60.

PROOF

The numbers behind it

15

publisher sites on our ad
stack

4.5M

pageviews a week
across them

25

ad formats, from
adhesion to video

Advally dashboard, week of 2026-10-19 to 10-25.

QUESTIONS

What buyers ask

What do you move forums to?

Usually XenForo. We pick the stack with you before anything moves.

How long is the term?

Two years.

Are ads included?

Yes. Ad Management is part of Website Operations, inside the same 30%.

START

Start with Website Operations

app.advally.com/enroll

Questions first? Email sales@advally.com.