



For five decades, ECHO has been a worldwide leader in the development and manufacturing of professional-grade, hand-held outdoor power equipment for both the commercial and homeowner markets. Today, the company sells its products in North America through eight distributors managing 6,600 independent dealers.

19.2%

Increase average time on page

12.7%

Chainsaw page-view increase

145%

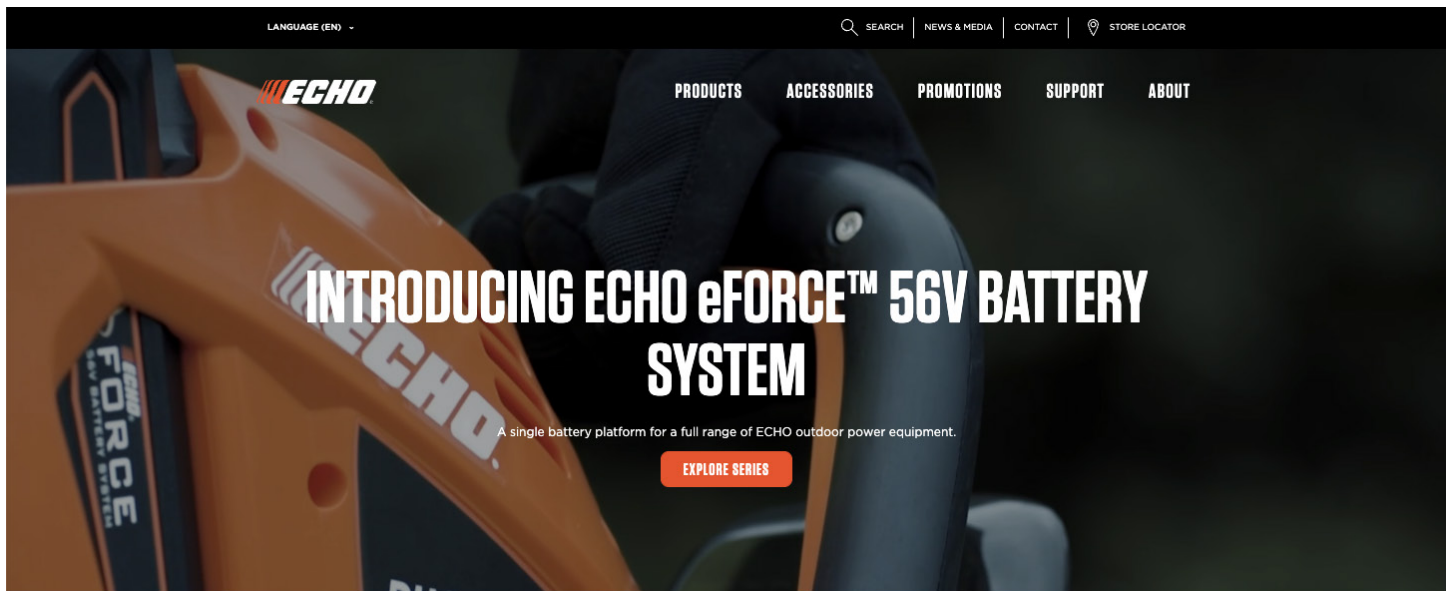
Trimmer & brush-cutter page-view increase



Background

ECHO USA partnered with Wakefly to rebuild their ECHO-USA.com website. The main goal for the new website was to more accurately represent the ECHO brand online. The old website was outdated visually and functionally, and was difficult to navigate for end users. The site didn't reflect the world-class, professional quality that the ECHO

brand embodied. Thus, the primary focus of the project was to elevate the website to the brand's current visual identity and create a more streamlined navigation to enable users to more quickly explore products of interest and ultimately determine a location to purchase the product.



FEATURED PRODUCTS



THE DCS-2500T

12" Battery Powered Top Handle Chainsaw

EXPLORE DETAILS >



THE DSRM-2600

17 in. Battery Powered Straight Shaft String Trimmer

EXPLORE DETAILS >



THE DPB-2500

549 CFM Battery Powered Handheld Blower

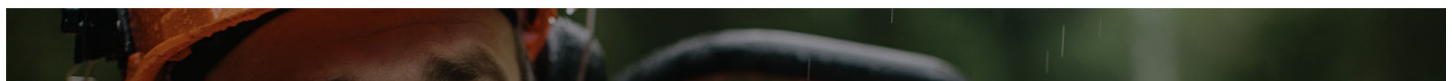
EXPLORE DETAILS >



THE DLM-2100SP

21 in. Self-Propelled 3-in-1 Lawn Mower

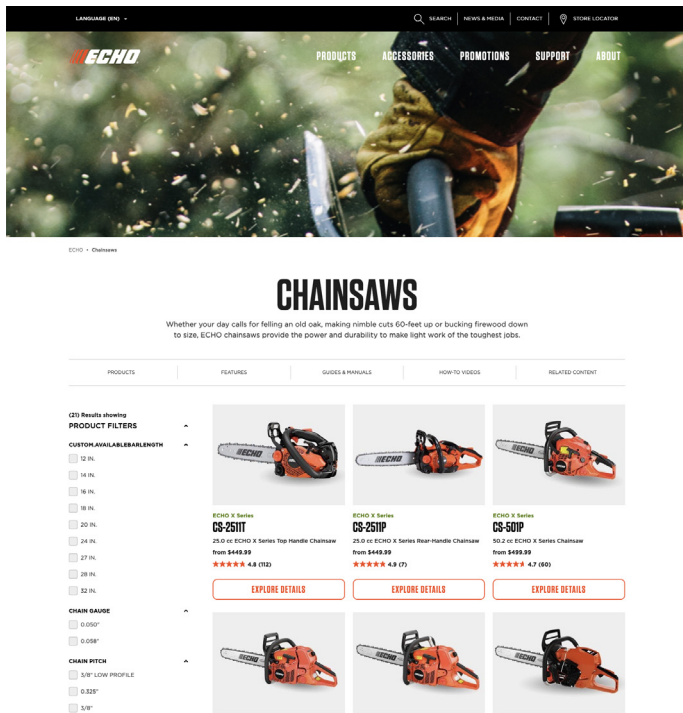
EXPLORE DETAILS >



The Process

Wakefly began working with ECHO to understand the existing organization and data structure of all of the products and accessories to be displayed on the website. Through discussions with the ECHO Product Managers, a new product categorization was established and the Wakefly team was able to migrate product data from the existing website to the new website to reduce hours of content entry efforts. Wakefly and ECHO also determined the organization of the sitemap for the website, as well as developed high level wireframes during this initial planning phase.

Once planning was complete, ECHO partnered with their long-standing creative/branding agency to develop visual designs for all of the unique pages of the website. In order to meet an aggressive launch date, the Wakefly and ECHO/agency teams worked in “batches” of pages, moving each batch from design and requirements definition immediately into development as each batch was approved. This required close collaboration across all of the teams to ensure all of the designs met the visual and technical requirements of the project.



In addition to creating a world-class experience for their website visitors, the Wakefly team was also tasked with building the website in such a way that would enable their marketing teams to easily manage their website without the need for development assistance. To achieve this, Wakefly utilized Kentico Xperience CMS. For the more structured data portion of the website, including the product data, technical documentation, image and video libraries, Wakefly utilized a more traditional method of content-only page types within Kentico. However, for the more general marketing messaging pages, Wakefly leveraged Kentico Xperience’s intuitive Page Builder feature, enabling the ECHO marketing team to build pages using

drag-and-drop functionality for widgets designed and built for the ECHO website. The result is a marketing team that has not only the power to manage and edit existing pages on their website, but to also quickly and effectively build out new pages without the need for developer assistance.

Key Features

- Kentico Xperience 13 CMS
- Page Builder
- Implementation of designs from third party branding agency
- Product filtering and product comparison tools
- Technical Documentation filtering and custom search
- Product data import and mapping to new product categories

Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico’s highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly’s entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that’s right for you.