lytx®

Lytx®, harnesses the power of video and data to enable fleets to improve safety, efficiency, and productivity. They're trusted by more than 3,000 fleets that log billions of miles worldwide each year, contributing to a vast and ever-growing database of driving data they use to refine the accuracy and effectiveness of their solutions.

Goals

The goal of this project was to give the current Kentico site a facelift and rebuild the editor user experience to allow for easier ongoing maintenance.

- Simplify page production by giving editors a tool-box of widgets that they could work from
- Better provide content for prospects and clients to enable drive conversions
- Rearchitect structural decisions to allow for easier site expansion

Challenges

Looking for a flexible per-page editing experience
Lytx wanted to be able to take components designed by their vendor and mix and match them on a per-page basis. This isn't unusual for a Kentico site, but is more likely seen on a WordPress website.

Working within an active site
Because Lytx was not migrating platforms and due to a short timeline, they requested to keep their same instance of Kentico rather than starting fresh. This meant that rather than building from the ground up, we were working within the bounds of a previously built site.
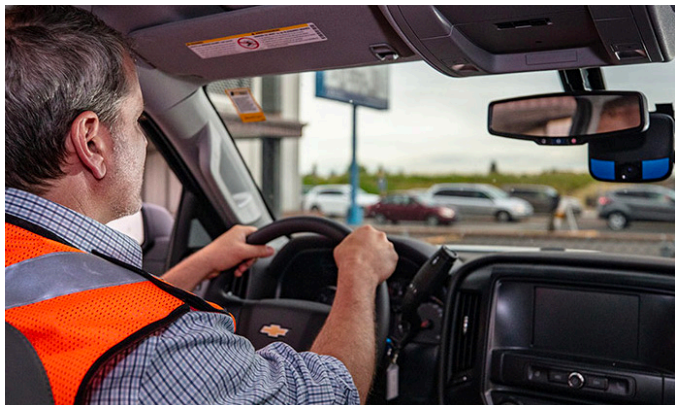
Solution

Looking for a flexible per-page editing experience
Using widgets and a shared page template, Wakefly gave Lytx the ability to structure pages fluidly. This approach meant that Lytx did not have to select a single layout per type of page and gives more flexibility long-term. This can often be thought of as a downside due to the necessity to layout each and every page, but with Kentico's built-in tools for copying widgets between pages, Lytx was able to still keep some of the efficiencies of formatted content. This was done by creating widgets once and moving them back and forth between pages.

Taking a widget approach gave Lytx the ability to build new components and inserting them as they need, rather than restructuring formatted templates.

Working within an active site
Due to the short timeline, Lytx was worried about porting over all their existing blog, news and case study content over from the old site to the new site. Since they were using Kentico 12 in their redesign, the platform they were already using on their old site, it made sense to keep the existing Kentico instance, to minimize the content migration. Since it was not a net-new configuration there were restrictions that had to be worked around, such as the data structures of many pages. Luckily, there were only minimal changes to much of the content allowing for reskinning rather than building from scratch. The main downside to this approach was that Wakefly had to assist with clearing out much of the old, and now unused site. This is an ongoing task that we are still assisting with after the relaunch.

Additionally, as an ongoing Wakefly client, Lytx had a fair amount of maintenance work that was in progress when they needed to begin the new site redesign. By keeping the same back-bone of the site, we could keep the codebases aligned more easily.

Results

Through their redesign process, Lytx has ended up with a new modern look focused on driving increased conversions, and buyer-centric content that helps to differentiate Lytx from it's competitors.

The redesigned site has seen Organic Traffic up by 13.5%, Sessions by 12.26% and Bounce Rate down by 3% since it launched on August 19th when compared to the same time period last year.

As a part of the project, Wakefly extended Content Staging and Work- flow. Lytx continues to use these features in their content creation and publishing process.

The new site's editing flexibility gives content editors to the tools to build out content without the need of development assistance. This gives their team more control over how they manage their message to consumers.

Kentico CMS

Lytx has been a long-term user of Kentico, and prior to the redesign project partnered with Wakefly to upgrade them from Kentico 8 to Kentico 12.
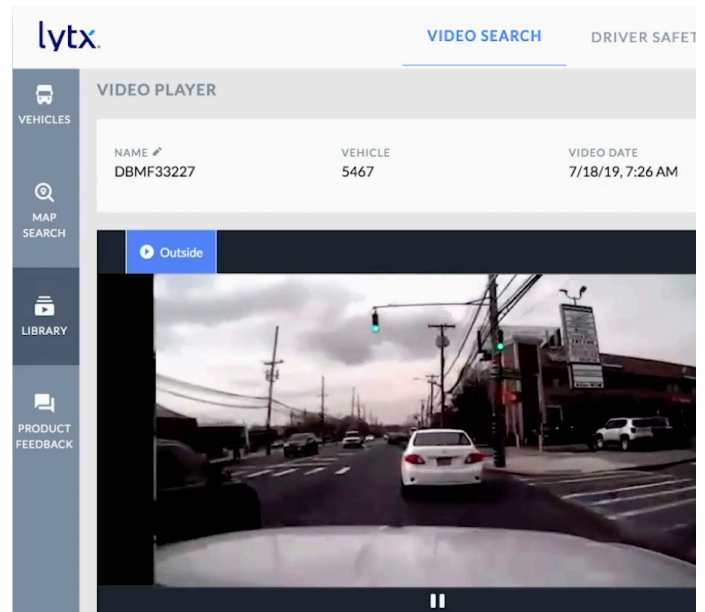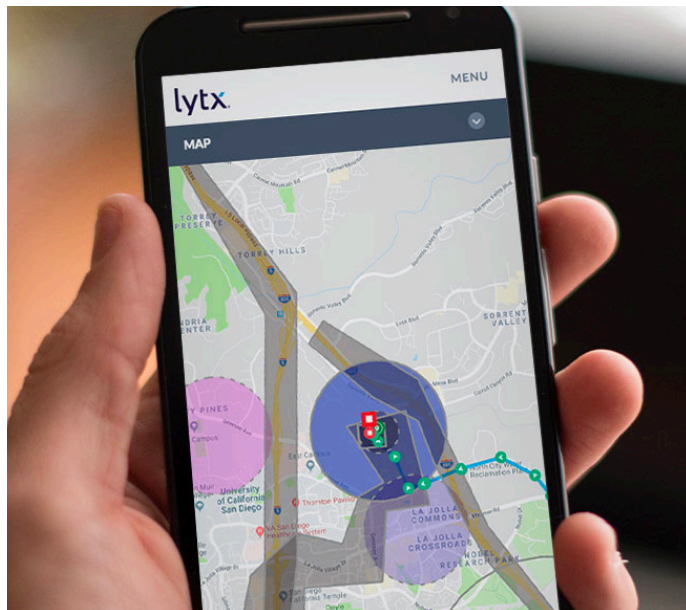
Wakefly

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.