



# ARDENT.<sup>™</sup>

CREDIT UNION

Ardent Credit Union empowers people and strengthen their communities, one member at a time. They deliver the kind of smart, affordable banking their members need and deserve.

## Background

In a strategic alliance, the Ardent Credit Union team and their longstanding partner, Wakefly, joined forces to breathe new life into their aging Kentico 12 site by embracing the latest advancements in Kentico 13. The central

objective was to retain the existing design and content while harnessing the power of Kentico 13 to equip the Ardent marketing team with enhanced capabilities for effortless content creation and management.

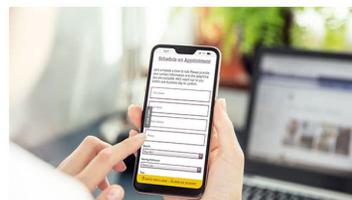
The screenshot shows the Ardent Credit Union website interface. At the top left is the Ardent Credit Union logo. To its right is a navigation menu with links for Routing #, Locations, Rates, About, Resources, and Contact. Further right is an eBanking Login section with fields for Username and Password, a GO button, and links for Enroll Now and Forgot Password. Below the navigation is a main banner for 'HOLIDAY LOANS' with the headline 'Jingle all the way without worry' and a sub-headline 'Keep your holiday budget in check with 9.99% APR'. A 'LEARN MORE' button is positioned below the banner. At the bottom of the banner are three interest rate cards: 'as low as 10.99% APR Personal Loan', '4.75% APY 15-Month CD', and 'as low as 6.110% APR as low as 6.000% Rate 15-Yr Fixed Mortgage'. Navigation arrows are visible at the bottom left of the banner.



7-MONTH SLAM DUNK CD  
**When the Wildcats win, you earn**



FREQUENTLY ASKED QUESTIONS  
**Deposit Insurance Info**



APPOINTMENTS  
**Can we pencil you in?**

# Goals & Challenges

Wakefly spearheaded the transformation with a meticulous examination of the current website, strategically orchestrating the transition to the innovative Kentico 13 model. Through the implementation of page builder layouts, sections, and widgets, a substantial portion of the website content seamlessly transitioned. The reconstructed site placed a strong emphasis on user-friendly content management, delivering significant benefits, particularly to non-developers. The Ardent marketing team acquired the agility to promptly create landing pages, integrating lead capture forms to elevate user engagement.

As an integral part of the development process, Wakefly conducted a comprehensive accessibility audit to ensure adherence to WCAG standards, thereby securing an inclusive and user-friendly experience for all visitors to the site.

The positive outcome of this collaborative effort has left the client exceedingly pleased, highlighting a remarkable enhancement in user-friendliness compared to their previous site. Ardent Credit Union now proudly showcases a rejuvenated digital presence, seamlessly aligning with the evolving requirements of both their internal team and their diverse audience.



## Borrow

Access affordable funds for all your financial needs with Ardent's full suite of consumer loan options. We offer competitive rates on auto, personal and student loans, as well as mortgages and home equity financing, credit cards and more. Buying your first home or a new car? Get guidance from our free First Home and Auto Buying concierge services.

## Vehicle Loans

<b>Auto Buying Concierge</b> Don't go it alone. Get free, one-on-one guidance from our car experts to unlock your best deal. <a href="#">LEARN MORE &gt;&gt;</a>	<b>Car Loans</b> Hit the road with our great auto loans. Finance new and used vehicles. Or refinance an existing car loan. <a href="#">LEARN MORE &gt;&gt;</a>	<b>Boat &amp; Motorcycle Loans</b> Enjoy the outdoors with a flexible loan for new or used watercraft and motorcycles. <a href="#">LEARN MORE &gt;&gt;</a>	<b>Recreational Vehicle Loans</b> Calling all campers! Adventure is most accessible thanks to our low rates on RV and travel trailer loans. <a href="#">LEARN MORE &gt;&gt;</a>
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## Home Loans

<b>First Home Concierge</b> This free service is like GPS for first-time homebuyers. Get guidance, closing cost discounts and more. <a href="#">LEARN MORE &gt;&gt;</a>	<b>Mortgages</b> Apply for fixed or adjustable rate loans, jumbo loans or refinance your current home loan. <a href="#">LEARN MORE &gt;&gt;</a>	<b>Home Equity</b> Tap into your equity to tackle your next big expense with our home equity lines and loans. <a href="#">LEARN MORE &gt;&gt;</a>	<b>Home Renovation</b> Don't just add a room. Raise your ceiling with our renovation loan that boosts your borrowing power. <a href="#">LEARN MORE &gt;&gt;</a>
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## Checking

Free. It's how checking should always be.

Welcome to checking with no minimum balances and no monthly services charges, no matter which account you choose. In fact, you could even earn when you do more with your account. Compare our checking accounts to see which is best for you.

<b>Cashback Checking</b> Qualifying accounts earn: • 1.50% cash back up to \$10.00 each month • Up to \$25 in ATM surcharge fee refunds per month <a href="#">LEARN MORE &gt;&gt;</a>	<b>High Yield Checking</b> Qualifying accounts earn: • 1.50% Annual Percentage Yield on balances up to \$25,000 • Up to \$25 in ATM surcharge fee refunds per month <a href="#">LEARN MORE &gt;&gt;</a>	<b>Basic Checking</b> No frills account includes: • Interest paid on balances • Visa® Debit Card for cash and purchases <a href="#">LEARN MORE &gt;&gt;</a>
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COMPARE CHECKING ACCOUNTS

Follow Ardent Credit Union!



**GRIT MAKES GREAT.®**

Ardent Credit Union has convenient branch locations in Philadelphia and throughout Pennsylvania. [Learn more about becoming a member.](#)

[APPLY FOR A LOAN](#) [OPEN A NEW ACCOUNT](#) [Let's Chat!](#)

# Solution

The strategic collaboration between Ardent Credit Union and Wakefly stands as a testament to the success achieved when expertise and innovation converge. The revitalization of the Kentico 12 site into a modernized Kentico 13 platform not only preserves the essence of the credit union's identity but also propels it into a future-ready digital landscape.

With an enriched toolkit for content management and a renewed focus on accessibility, Ardent Credit Union is poised to deliver an enhanced and inclusive digital experience to its members and visitors alike. This collaborative endeavor serves as a compelling example of how proactive partnerships and technological advancements can synergize to elevate the digital presence of an organization, fostering growth and adaptability in an ever-evolving online environment.

The essential elements of the Ardent Credit Union project encompass an upgrade to the Kentico Xperience 13 CMS, integration of Kentico Page Builder templates, sections, and widgets, as well as the implementation of a Rate management system and a customized rate import tool. This comprehensive set of features marks a pivotal advancement for the project, ushering in cutting-edge technology to enhance overall functionality and user experience.

The transition to Kentico Xperience 13 CMS ensures that the project leverages the latest capabilities, providing a robust foundation for content management. The integration of Kentico Page Builder templates, sections, and widgets empowers users to create dynamic and engaging content seamlessly. Additionally, the inclusion of Rate management features and a custom rate import tool streamlines financial processes, contributing to the efficiency of the platform.

Collectively, these key features represent a strategic and holistic approach to the project, emphasizing technological innovation and user-centric design. The Ardent Credit Union project stands poised to deliver an elevated digital experience, leveraging the capabilities of Kentico Xperience 13 to meet the evolving needs of both the credit union team and their diverse audience.



### Visa® Gift Cards

Freedom of choice is one of the most thoughtful gifts.

#### ■ Ardent is your one-stop shopping headquarters

For all celebrations and every event in between, our Visa® Gift Card will surely bring a smile to anyone who gets it – even if you're buying for the most particular person on your list. That means birthdays, holidays, engagements, work bonuses, and more make for a perfect reason to buy a Visa Gift card for that special someone in your life.

Stop by your nearest Ardent location and purchase the gift card that's accepted at stores throughout the world. The Ardent Gift Card offers flexibility to anyone who uses the card – what's not to love? Talk about the perfect gift.

- Purchase in amounts from \$20 to \$500
- Use anywhere Visa® is accepted
- Available at all Ardent CU branches

#### Activate your gift card

You may also activate your gift card by calling 866-902-6082. A PIN will automatically be assigned after the Card is activated.

[Order a Gift Card](#)

Order a Gift Card

First Name*	Last Name*
Email Address*	Phone Number*
Branch	Number of gift cards
Amount*	Number of gift card
<input type="checkbox"/> I'm not a robot	ACCEPTED

[TERMS & CONDITIONS](#)



### Car Loans

Get on the road faster with affordable auto loans.

#### ■ New car loans

- Finance up to 100% of new vehicles' value, plus tax, tags and warranty
- Terms up to 84 months for loan requests beyond \$15,000
- Available for vehicles with fewer than 5,000 miles
- Same day decisions in most cases

#### ■ Used car loans

- Finance up to 100% for vehicles up to seven years old (plus tax, tags and warranty) with terms up to 72 months
- Terms up to 84 months available for loan requests beyond \$15,000
- Same day approvals in most cases

#### ■ Refinance your existing car loan

- Keep your car, lower your monthly payment
- Flexible term options up to 84 months
- Quick and easy loan applications
- Same day approvals in most cases



### Tools & Resources

<h4>Find Your Car</h4> <ul style="list-style-type: none"> <li>• Research: Select a model to get started. Search dealer inventories for your next car.</li> <li>• Finance: Find out what you can afford. Learn what your</li> </ul>	<h4>SMART Auto Financing</h4> <ul style="list-style-type: none"> <li>• Extend your term to lower monthly payments</li> <li>• \$15,000 maximum amount to finance</li> </ul>	<h4>Auto Calculator</h4> <p>Easy-to-use, powerful and intelligent.</p>	<h4>Find Your Car Value</h4> <p>Tracking your car in or buying a pre-owned vehicle? Find your car's value.</p>
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### Tools & Resources

## 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.