



Shaw Sports Turf is the leader among synthetic turf companies and is the largest American-owned and American-made synthetic turf company in the world. Shaw Sports Turf has demonstrated industry leadership in both quality and innovation for more than two decades with more than 2,500 successful installations.

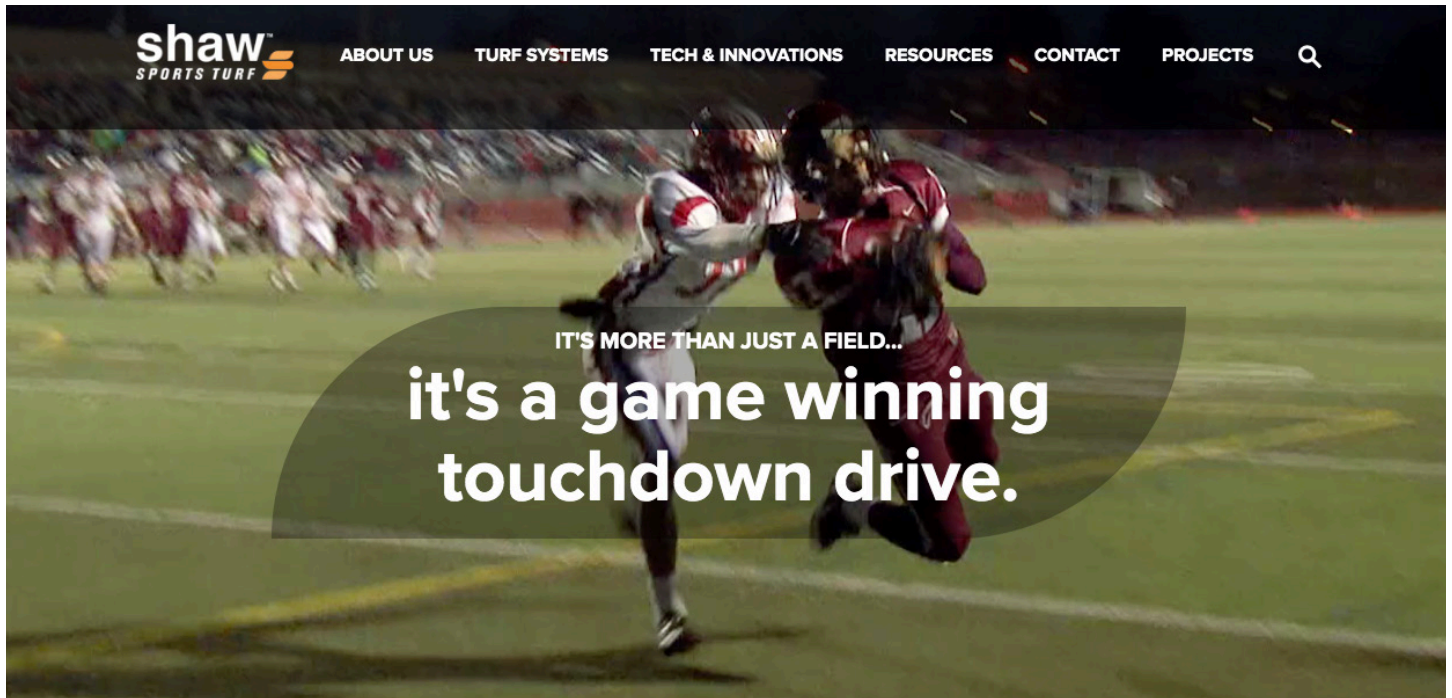
225%
Page Speed Improvement



Background

Shaw Sports Turf has an impressive list of high-profile installations, including the Baltimore Ravens, Cleveland Browns, Georgia Tech, University of Arkansas, and many others. Engineered for performance and safety, Shaw Sports Turf features a product line designed specifically to meet the needs of athletes and sports programs. Under the Shaw Inc. umbrella of brands,

Shaw Sports Turf was looking to migrate their existing WordPress site to Kentico. Additionally, they wanted to take this opportunity to elevate the design and expand the functionality of their website. With other brand sites already on Kentico, they were looking for a partner who could help them achieve their goals and get the most out of the Kentico platform.



DESIGN YOUR OWN FIELD!

Shaw Sports Turf

A leading synthetic turf company in North America, Shaw Sports Turf has demonstrated industry leadership in both quality and innovation for more than two decades with thousands of successful installations, and an

Lets get you what you're looking for!

What best describes you?

Goals

When Shaw Sports Turf launched the prior version of their site three years ago, the goal was simply to establish a web presence and provide some basic content about their products. Now that they had the opportunity to redesign the site, they wanted to take advantage of the opportunity to create a more robust digital experience for their potential customers. The initial motivation to move to Kentico came from their parent company Shaw Inc. They already had a number of sites on Kentico and were pushing the individual brand sites to move to Kentico as well for ease of management and to be able to share content across multiple sites without receiving an organic ranking penalty. Some of the sites were already leveraging EMS functionality and Shaw Sports Turf saw an opportunity to incorporate this into their future online marketing initiatives as well. In addition to migrating the site to Kentico from a company standardization perspective, the primary objectives for the new Shaw Sports Turf site were:

- Ability to easily add and manage forms to help with lead collection
- Make it easier for users to find and contact their local representatives
- Add blog-specific search
- Create a way to filter projects by a variety of attributes to easily show people relevant content
- Provide more flexibility in content templates
- Ability for content editors to toggle whether or not a PDF download should be gated with a simple checkbox
- Promote distributors more prominently

Challenges

Content Migration

Shaw had nearly 200 blog posts that needed to be moved to the new Kentico site, in addition to more than 120 project detail pages and all other site content.

Managing Structured Data

Previously, it was difficult to manage rep information on the back-end of the site, especially with territory coverage changing from time to time.

Solution

Content Migration

Wakefly leveraged Kentico's Import Toolkit to import and map all of the existing blog content into the Kentico blog page type. This cut page production time in half.

Managing Structured Data

Wakefly set up a number of custom page types that allow non-technical content editors to easily build complex pages that are easily searchable. These pages include:

- Distributors
- Representatives
- Projects
- Tradeshows
- Testimonials
- Products

The rep locator is managed with simple checkboxes on the back end so data can be easily managed and the plot points update dynamically.

Results

Wakefly completed the redesign project and migration to Kentico for Shaw Sports Turf in just more than four months. The website went live on September 19 and has already achieved the following results (measured on September 26, 2017):

- 225% decrease in page load time compared to the average page load time in Google Analytics from the last year.
- Improved internal publishing workflow—reducing duplicate content
- Increased visibility for distributors

Key Criteria for Choosing Kentico

Kentico was already the chosen CMS vendor for Shaw Inc. and this project was part of Shaw's initiative to move all brand sites to Shaw. Kentico's rich out-of-the-box feature set, easy-to-use content administrator interface, and EMS marketing features made it an attractive choice for Shaw to use across their multiple brands and websites.

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.