



Gogo, a pioneering provider of inflight connectivity solutions, partnered with Wakefly to redesign its corporate website following a transformative merger with Satcom Direct. With the integration of expanded technologies and services, Gogo needed a digital presence that matched its new global scope, supported strategic growth goals, and delivered an improved experience for a diverse range of users.



Background

Gogo has long been recognized as a leader in air-to-ground (ATG) connectivity for business aviation. In 2024, the company merged with Satcom Direct, a major provider of satellite communication services. This strategic merger significantly broadened Gogo's offerings, bringing together LEO and GEO satellite capabilities with its existing

ATG infrastructure to create a comprehensive, multi-orbit solution for inflight connectivity. In the wake of this merger, Gogo required a website that could effectively communicate its new positioning, unify its brand presence, and serve as a hub for multiple user types across aviation, defense, and government sectors.

A mockup of the Gogo website homepage. The background is a dark blue map of the world. The Gogo logo is in the top left. In the top right, there are links for "CONTACT US", a search icon, and a hamburger menu icon. The main headline reads "DESIGNED BY AVIATION EXPERTS. TRUSTED AROUND THE WORLD." Below this is a paragraph about aviation-grade connectivity solutions. A button labeled "EXPLORE GOGO SOLUTIONS" is on the left. On the right, there is a collage of four images: a military aircraft in flight, a group of people in a meeting, a person working on a laptop, and a private jet in flight. At the bottom, there is a navigation bar with links: "GOGO", "ULTIMATE", "SIGNATURE", "GLOBAL", and "N. AMERICA ATG".

gogo

CONTACT US 🔍 ☰

DESIGNED BY AVIATION EXPERTS. TRUSTED AROUND THE WORLD.

Aviation-grade connectivity solutions that span proven proprietary ATG networks across North America to high-speed satellite coverage worldwide – high-performance, reliable and secure internet trusted by more fleet operators, owners, and governments worldwide than any other provider.

EXPLORE GOGO SOLUTIONS

GOGO ULTIMATE SIGNATURE GLOBAL N. AMERICA ATG

FIND THE RIGHT SOLUTION FOR YOUR AIRCRAFT



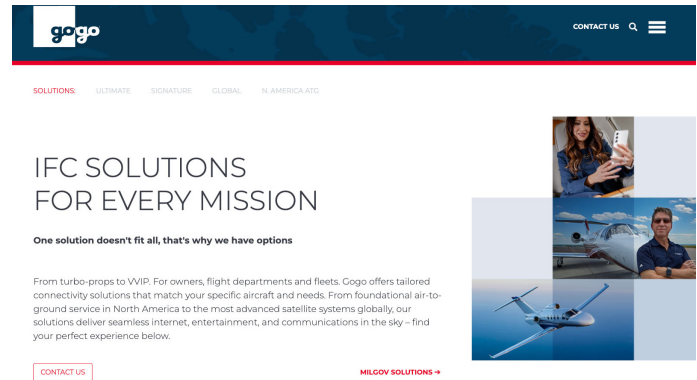
Complete this short quiz for a personalized recommendation on the best-fit solution for your aircraft, budget and mission. At Gogo we understand that one size doesn't fit all, that's why we have engineered a range of solutions to fit your needs.

Discover your perfect fit today.

Goals & Challenges

The primary goal of the Gogo website redesign was to effectively reflect the company's expanded service offerings following its merger with Satcom Direct. Wakefly aimed to create a user-centric website that would improve navigation and provide clear, tailored content for Gogo's diverse audience segments, including commercial airlines, business aviation clients, and government customers. Additionally, the project sought to empower Gogo's internal marketing teams with a flexible and scalable content management system that would simplify content updates and support multilingual capabilities. Modernizing the site's visual design to elevate the brand and enhancing lead generation and customer engagement were also key objectives.

One of the biggest challenges was unifying two distinct brands into a single, cohesive digital experience without compromising clarity or user-friendliness. Communicating Gogo's complex, multi-orbit connectivity solutions in a way that resonated with varied audiences—from fleet operators to government decision-makers—required careful planning and thoughtful content architecture. Designing an intuitive navigation system that accommodated multiple user journeys and use cases while maintaining simplicity was essential. Additionally, implementing a scalable CMS platform that could support future growth, multilingual content, and seamless internal workflows posed a technical challenge that Wakefly successfully addressed.



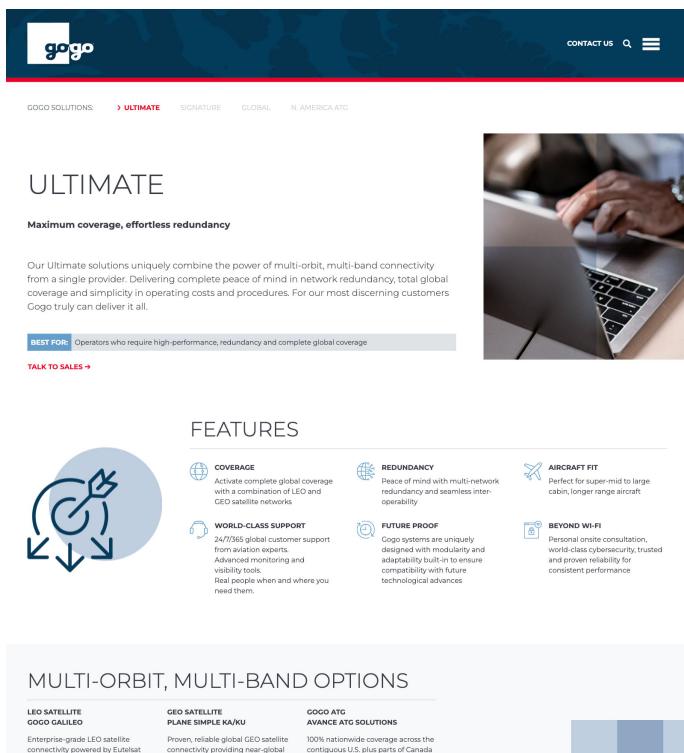
Solution

Wakefly began the project with a strategic discovery phase, conducting stakeholder interviews, user persona development, and content audits. Using this research, the team developed a streamlined site architecture that segmented content by audience and solution type, ensuring that users—from fleet operators to technology partners—could easily find what they needed.

A modular design system was created to give Gogo's marketing team flexibility in building and updating content. The site was built on Kentico Xperience, enabling drag-and-drop editing, multilingual support, and powerful analytics tracking.

Wakefly also developed custom content components for showcasing Gogo's expanded product portfolio, including detailed solution pages for Select, Premiere, Max, and VVIP connectivity tiers. Additionally, the site includes areas to highlight leadership, innovation, and the strategic value of the merger.

Accessibility and performance were prioritized, with responsive layouts and WCAG-compliant design integrated from the ground up.



Results

The redesigned Gogo website successfully established a unified digital presence that clearly represents the combined strengths of Gogo and Satcom Direct. By consolidating their offerings into one modern, cohesive platform, the site effectively communicates the company's expanded capabilities and industry leadership.

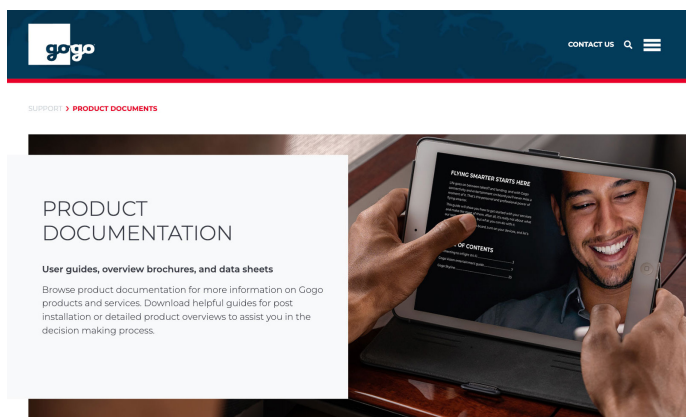
User experience improvements were significant, with clear navigation paths and audience-specific content journeys tailored to commercial aviation, business aviation, and government sectors. This approach made it easier for diverse users to find relevant information quickly, enhancing engagement and satisfaction.

Internally, Gogo's marketing team gained greater control and flexibility through the implementation of a modular content management system built on Kentico Xperience. The new tools streamline content creation, enable efficient multilingual support, and empower the team to keep the site dynamic and up-to-date without extensive technical assistance.

The website also showcases Gogo's innovation and multi-orbit connectivity solutions, positioning the brand as a forward-thinking leader in the inflight connectivity space. Finally, the site's responsive design, accessibility compliance, and performance optimization ensure a fast, seamless experience across all devices and user needs.

Conclusion

Wakefly helped Gogo turn a pivotal moment—their merger with Satcom Direct—into an opportunity to redefine their digital presence. The new website communicates innovation, supports business growth, and delivers a seamless experience across all audiences, positioning Gogo for continued leadership in the inflight connectivity space.



Gogo 5G overview
Learn more about Gogo 5G, air-to-ground's fastest and highest performing connectivity.

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Gogo SDR Datasheet
Learn more about Gogo SDR, the data powerhouse router enabling multi-network connectivity.

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Gogo Galileo Datasheet
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AVANCE SCS Datasheet
Gogo AVANCE SCS is a smart, lightweight, affordable solution fully compatible with Gogo Galileo - the only low latency, high speed global LEO broadband satellite solution.

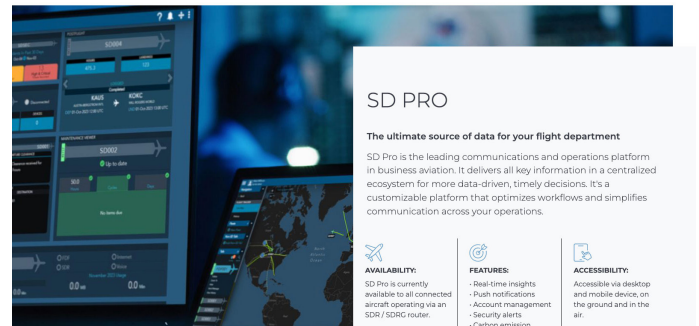
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Take control of your connectivity with self-service tools

Whether operating an AVANCE or SDR based connectivity solution our powerful self-service toolkits integrate all your management tools and applications into a single platform. Get real-time insights into network performance, manage costs, and customize your inflight experience: any time, anywhere, for your entire fleet or a single aircraft.



SD PRO

The ultimate source of data for your flight department

SD Pro is the leading communications and operations platform in business aviation. It delivers all key information in a centralized ecosystem for more data-driven, timely decisions. It's a customizable platform that optimizes workflows and simplifies communication across your operations.

AVAILABILITY:	FEATURES:	ACCESSIBILITY:
SD Pro is currently available to all connected aircraft operating via an SDR / SDRP router.	<ul style="list-style-type: none">Real-time insightsPush notificationsAccount managementSecurity alertsCarbon emission	Accessible via desktop and mobile device, on the ground and in the air.

Wakefly

Wakefly is one of the most experienced Kentico development agencies, specializing in building and optimizing enterprise-level websites using Kentico Xperience. With deep expertise in custom development, digital strategy, and marketing integration, we empower organizations to deliver seamless, personalized, and scalable digital experiences.

Whether you're launching a new Kentico site or upgrading from an earlier version, Wakefly can serve as an extension of your team to help you maximize the platform's full potential. Our cross-functional project team includes certified Kentico developers, UX designers, and digital marketing strategists who work together to align your site with your business goals.

At Wakefly, we create digital experiences that drive results. We take a strategic, data-informed approach to Kentico implementations—focusing on performance, usability, and lead generation. From CMS customization to marketing automation and integrations, we deliver tailored solutions that support growth, streamline workflows, and enhance customer engagement.