



MANUFACTURING - ARTIFICIAL TURF

Shaw Inc. wanted to standardize their brand sites on Kentico to take advantage of its easy-to-use editor interface and flexible content options.

Page speed
improved by

225%

Background

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, and 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.

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

"From the moment we sat down with the Wakefly team, we knew we were in good hands. Their attention to detail and extreme professionalism were exactly what we were looking for when it came to relaunching our website. It was time for an update and we were looking for more functionality. They listened to our needs from a business perspective and were able to hit a home run from a branding standpoint. They captured the essence of who we are, as well as what we do. That was extremely important to us. Anytime we had questions, they were available and responded quickly and thoroughly. They are easy to do business with and they are very good at what they do. When our turf brands need web expertise in the future, we will be calling Wakefly."

Todd Britton
Director of Marketing
Shaw Sports Turf

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

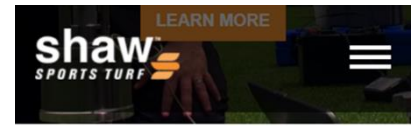
Wakefly leveraged Kentico's Import Toolkit to import and map all of the existing blog content into the Kentico blog page type. This cut page production time in half.

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. This includes:

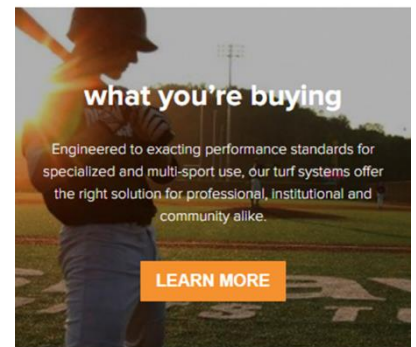
- Distributors
- Representatives
- Projects
- Tradeshows
- Testimonials
- Products

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



known for innovation

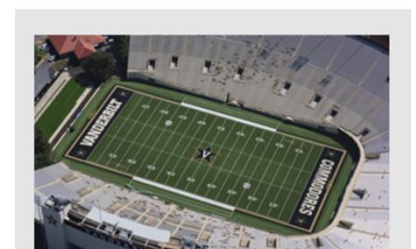
With testing protocols and procedures that exceed those of even the most stringent independent labs, Shaw Sports Turf's Research and Development Center is at the forefront of advancement in making better performing, safer, and more durable synthetic sports turf fields.



Louisiana State University



The Fighting Tigers of Louisiana State University in Baton Rouge, LA have a storied football tradition dating back to 1893. LSU is known as a powerhouse in the Western Division of the SEC holding three National Championship titles. The tigers recently chose Shaw Sports Turf's Momentum product to update their indoor practice field. The project was completed in 2017.



AUG, 23 2017 BY TODD BRITTON
COLLEGE FOOTBALL: DOES YOUR TEAM PLAY ON SHAW SPORTS TURF?

READ ARTICLE

Find your local rep by state or province

Choosing the right field is like choosing the right player - it's got to have the ability to deliver what you need, when you need it. Engineered to exacting performance standards for specialized and multi-sport use, our turf systems offer the right solution for professional, institutional, and community alike.

Select a State or Province



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 a New England based digital marketing agency committed to creating the best possible digital presence for its clients for more than 15 years. Our team of skilled engineers and visionary marketers are experts in their fields, employing current trends to create cutting-edge websites. We spend the time needed to understand our clients' goals and objectives completely before we begin work, allowing us to function as an extension of their team. Born in software development, Wakefly is a full-service digital experience management firm that specializes in holistic, data-driven online marketing, and custom web development.



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