

● CASE STUDY

## Migrating a static website to the powerful Strapi CMS

Learn how we migrated and transformed our client's website using the powerful Strapi CMS.

### Client Summary

The client is a major software solutions company with expertise and work exclusively in Sitecore. They are all about creating innovative opportunities and providing remarkable tech solutions to our clients all around the world.

### Objective:

To migrate the entire website to the Strapi CMS, optimize their page speed, and improve website performance.

INDUSTRY

Information Technology



## Challenges

- The current entire website was static and slow.
- The page loading speed needed to be worked upon with an improvement in performance and speed required.
- Updating content on the website was not as easy and needed to be improved with CMS implementation.
- The website needed optimization for search engines for increased visibility and traffic.
- The client wanted to adopt Strapi CMS for easier modifications of the website and updating as many times as needed.

## Implemented Solution

With the Strapi CMS and our strategy, we were able to transform and migrate their website along with improving page loading speed, website performance, and the process of updating content.

- Transformed the website from HTML to Nextjs along with Strapi CMS implementation.
- Performed an SEO audit and identified opportunities where optimization could be done including researching keywords, on-page SEO, and conducted technical SEO enhancements.
- Improved the page speed of the website to ensure better search engine rankings and a higher quality of website performance.
- Customized the Strapi CMS for accommodating the unique workflows of the client organization and their functionality.

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## Technology Stack

- Nodejs
- Nextjs
- Strapi CMS
- MySQL

## Client

ADDXP

## Who We Are?

Addxp is all about digital experiences and digital transformation. We provide smart and unique experiences to the customers, the people and the community.

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