



● CASE STUDY

Driving Success: Rebranding a static website and its Umbraco Migration

Learn how we rebranded and transformed our client's website using the powerful CMS Umbraco.

Client Summary

The client is a major IT consulting company with businesses in the areas of web development and software testing with an aim to offer innovation at every turn through smart IT solutions.

Objective:

To optimize their digital presence with website rebranding and migrating the entire website to the Umbraco CMS.

INDUSTRY

Information Technology

Challenges

- The current website needed a consistent brand identity that reflected the organization's brand values and vision.
- The website needed to be optimized for search engines and sufficient content and features were to be added for increased visibility and traffic.
- They wanted to adapt to Umbraco CMS for easier modifications of the website as many times as required.

Implemented Solution

With the Umbraco CMS and our SEO strategy, we were able to transform their brand identity on the website along with streamlining their website development, and content creation process.

- Developed a new brand identity for the website that aligns with the organization's brand values, vision, and the target audience.
- Performed a thorough SEO audit and identified opportunities for optimization including keyword research, on-page SEO, and did technical SEO enhancements.
- Adopted the Umbraco CMS after evaluating the specific requirements and objectives of the organization.
- Customized the Umbraco CMS for accommodating the organization's unique workflows, content types, and functionality.
- Upgraded the Umbraco version 12 to 13.01.
- Upgraded dot NET 7 to version 8.

Truly digital all the way with Umbraco!

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Technology Stack

- Umbraco CMS 13.01
- Dot Net 8
- SQLite
- Live Chat (Tawk.to)
- HTML
- CSS
- JQuery 3.3.1
- Bootstrap 5.0.2

Client

ATHARVA

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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