Case Study

Konsult

www.konsult.com.au

WEB DESIGN MAGIC ™
SOFTWARE & INTERNET DEVELOPMENT

Industry
Internet consulting

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Goals and Challenges

Konsult needed a website to bring together their varied consulting services and to promote these products both individually as well as to promote the Konsult brand. Konsult targets the corporate market so the website needed to convey a highly corporate look and feel. It needed to appeal to potential corporate clients who are seeking services such as:

• System & Software Planning
• SharePoint Consulting, Training & Development
• Kentico Consulting, Training & Development

Browsing the website had to be very easy to navigate, so we setup the navigation using specific keywords phrases relating to services, requirements and products. An example of this can be seen under the 'Solutions' sub menu and within the footer. The biggest challenge was developing the aforementioned logical navigation.
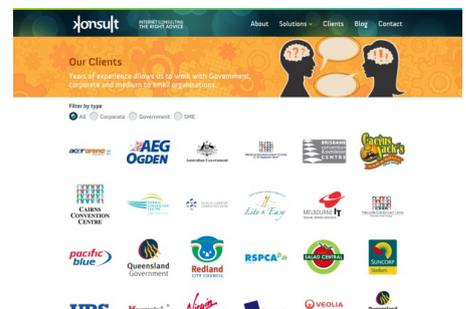
Solution

We used several features for this website. These include;
• Custom tables
• Repeaters
• Blog
• Custom document types
• Custom Dynamics CRM Integration

By using the custom document types and custom tables, we were able to make it easier for the admin to manage content without having the worry of breaking the layout. This also makes it easier for us as a designer/developer to display the content. A custom web part was built to fully integrate our contact forms into Dynamics CRM 2011. This allowed for a fully automated sales process.

A combination of jQuery and custom tables were also used to allow easy management of client logos.

This project took approximately 1 month to complete.
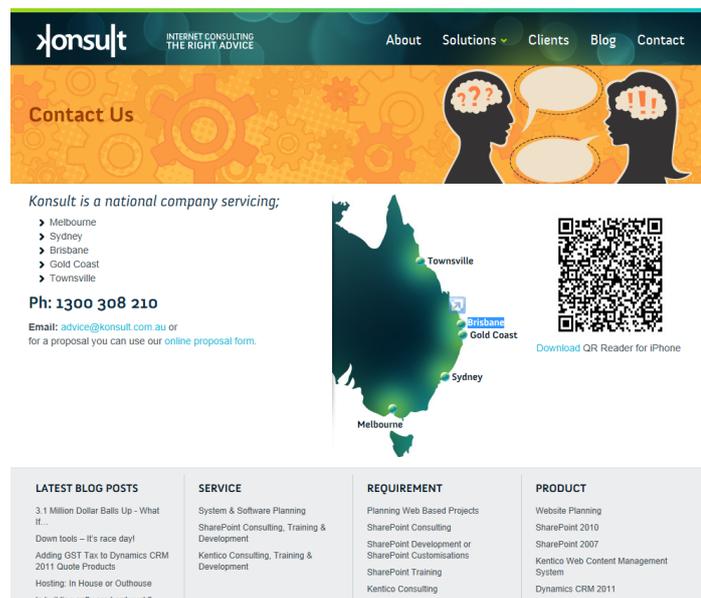
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Results

We achieved what we set out to do - a clean, modern design with a logical and easy navigation structure. The website allows potential clients to easily cut to the chase when searching for information with call to actions using appealing keywords. Already we have seen amazing SEO results with keywords ranking higher and higher every day.

It's also easy for the potential client to view our client base and filter from Corporate, Government and SME. The blog allows visitors to see what we're up to and read articles about decisions and techniques of consulting and project planning. The blog also allows our visitors to subscribe using RSS and is managed via Windows Writer.

Key criteria for selecting Kentico CMS

We chose Kentico CMS beacuse it is a CMS product that simply works. The majority of work we do does not require a programmer and Kentico allows our web designers to design and develop feature rich websites using Kentico web parts.

Furthermore, if a web part does not have the required functionality, we can easily duplicate this web part and customise it to meet our clients' requirements.