Kentico

Case Study

DWA Healthcare Communications Group

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Goals and Challenges

DWA was looking to update their aging site to better communicate their services and to highlight their people. The emphasis for the new site was to focus on their highly skilled and personable staff that deliver an individualized service to their customers. There was a significant investment in refining the branding, content, and individual stories to present a people-focused site.

Solution

The Kentico ASPX model was used in order to implement the custom design of the web site. Custom document types were used to allow for multiple home page images and content to be managed by the content editors and allow for the dynamic change of photos/content on the home page. Custom tables were used to allow the content editors to manage the many taglines that rotate on the landing pages. Bizforms and customized News modules were also used.

Results

The achieved goals were to present an updated branding, focus on the people of DWA, allow DWA content editors to manage content more easily, increase search engine awareness and to more effectively communicate how DWA personally helps their customers.

Key criteria for selecting Kentico CMS

We have found Kentico to be both user-friendly for the content editors as well as developer-friendly for implementation of the web site goals. Every client we have trained to use Kentico has commented on the ease of use, intuitive interface/ navigation, and robustness of feaures.