Case Study

mivune AG

www.mivune.com

Industry
Software / Operating Systems

Partner
ONLINE TRAVEL AG
Austrasse 38
8045 Zurich
Switzerland
www.ot-inter.net

Clemens Jauch
jauch@onlinetravel.ch
+41 43 960 96 60

"Online Travel Internet Development implemented Kentico as a new CMS for our company website. With the possibilities of Kentico, we maintain the content without technical knowledge. Thanks to the WYSIWYS editor it is almost like using a Word document."

Bettina Methner,
Marketing Communications Manager,
mivune AG

Goals

Mivune had a static HTML website and needed a new CMS that could be implemented into the existing design.

Key features required:

- **Easy to use**—It was essential that mivune be able to manage the website content themselves.

- **Multi-lingual support**—Being an international company, it was necessary to offer customers content in many languages.

- **Search-Engine friendly**— one of the longer term goals of the company was to see greatly improved SEO results.

Challenges

Mivune provides partners with OEM software that enables ideal building performance (lighting, shading, automation, etc.) Thus, the target audience is not the wide public but a very special niche of hardware providers. Bearing that in mind, especially with regards to search engine optimization, the challenge was not to attract as many visitors as possible, but to attract the right visitors.

Solution

Besides the implementation of Kentico, correct content settings for SEO was the subject of many meetings and discussions, including intensive instruction on the SEO possibilities of Kentico and the correct use of them. The "Use language prefix for URLs" setting was key to achieving correct URLs for SEO purposes.

Key criteria for selecting Kentico CMS

- Easy to use platform with intuitive user interface—ideal for enabling content editors to manage content with little technical knowledge

- Multi-lingual support—making the website accessible to the company's international visitors

- Kentico's good reputation of a robust platform, with excellent SEO support.