

# Case Study

## Bland 2 Brilliant

[www.bland2brilliant.com.au](http://www.bland2brilliant.com.au)



### Industry

Landscaping

### Partner

Web Design Magic Pty Ltd  
Suite 5/5 Taree Street  
Gold Coast  
4220  
Australia  
[www.webdesignmagic.com.au](http://www.webdesignmagic.com.au)

Daren Hawes  
[sales@webdesignmagic.com.au](mailto:sales@webdesignmagic.com.au)  
1300 308 210

## Goals and Challenges

The client, Bland 2 Brilliant, needed a website that would showcase their work in a professional but also elegant way. They say a picture is worth a thousand words and this is exactly the concept they were trying to convey to their target audience. Portraying their high standard and quality of work to their customers was a big influence on the design of their site.

The hardest obstacle with this site was getting enough content into the site as it is very much a visual site. Using the supplied toolsets from within Kentico allowed for image tags, meta tags to help with google food as such.

## Solution

The website took approximately 3 weeks to develop which included extensive testing, loading and optimizing of images. We were able to utilise the Media Gallery and custom document types to create a structured look for their project pages across the entire site and create a user friendly backend for loading content.

## Results

The outcome of developing the new site was to spruce up the design to really showcase the quality of Bland 2 Brilliant's work. As their work was very visual they needed this to come across in the web design to their potential clients.

Keeping the content up to date by the client was also essential so that they were able to easily input new works and have it format correctly to the rest of the site.



## Key criteria for selecting Kentico CMS

The client choose Kentico as it was able to be customized to address the customer concerns of updating the site with new content and conforming to the same site structure.

As Kentico also allowed for future growth with a second site to be developed it was a no brainer for them to install Kentico as their CMS platform.