

# Case Study

## Emerge

[www.emergewm.com](http://www.emergewm.com)



### Industry

Non-profit

### Partner

BizStream  
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## Background

Emerge offers entrepreneurs and businesses from the Grand Rapids area to the West Michigan lakeshore a one-stop shop to access resources to help them grow and succeed. The EmERGE portal is a tool to search for specific types of help needed to launch a business or grow a company. EmERGE visitors can use the site's tools and directory of partner organizations to identify and locate specific resources – from business planning, to product research & development, all the way through to financial management.

## Goals

Short- and long-term goals for EmERGE included:

- Implementing a new design featuring parallax scrolling, new navigation, and new content
- Creating and implementing forms and document types
- Implementing Spanish translation
- Improving search engine optimization
- Establishing a responsive design
- Implementing social media integration



## Challenges

- News & Events roll-up function
- Events calendar with multiple displays
- Randomly loading partner grid
- Google Maps and Partner and Resources feature integration



## Solution

### Implement New Design

Knowing the website would be regularly updated, the client requested a new content management system that's simple to learn and easy to use. Additionally, for EmERGE's rebranding efforts it was important to have a dynamic website design and new content to promote repeat visits. Working with a design partner, BizStream implemented a new website design featuring parallax scrolling, new navigation, and new content. EmERGE's staff received Kentico training to upload, format, and manage content.

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## News & Events Features

With many news items and events relevant to Emerge's website visitors, information needs to be easily accessible and easy to consume. Using Kentico's events module, document types, and forms feature, BizStream built multiple ways to view the news and events information, including in a list format (roll-up pages), by calendar month, and by category. Events are also automatically pulled onto the home page.

## Forms and Document Types

For ease of use and consistency of information, BizStream's developers used Kentico's form engine to create the many forms Emerge's site required. More than 50 percent of content is administered using forms, including news, events, funding information, the link library, and the continuum of care section.

Another feature important to Emerge is the partners' grid. Not wanting users to only see a certain range of partners each time they visited the site, BizStream's developers programmed the section to randomly load partners' names and logos, though users can also sort the information alphabetically. Users can also filter this section of resources by industry and assistance needed.

Additionally, visitors can research resources and locations with an interactive map. By integrating Google Maps, Emerge users can pinpoint where a resource is located, apply a search radius, and filter by industry, business stage, and assistance needed.

## Key criteria for selecting Kentico

- Easy to use content management system with intuitive interface for content authors
- Search engine optimization ability that complies with SEO best practices
- Ability to handle and display vast amounts of data in a consistent format
- Outstanding site performance
- Comprehensive feature set
- Responsive design capabilities
- Social media integration
- Language translation

