



Constructiv

Starring Jane

A SOLID FOUNDATION FOR THE BELGIAN
CONSTRUCTION INDUSTRY

Following the launch of the new website, the bounce rate decreased by 50% and the session duration increased by 50%. There is a significant increase in pages per view, which indicates that the content offered is relevant.

Increase in Average
Session Duration

50%

Background

Constructiv contributes to a stable industry providing a good working environment with well-trained laborers who work safely on construction sites and who will be able to enjoy their retirement in good health.

The core of its services consists of prevention, vocational training, pensions, and social benefits as instructed by the Joint Committee for the Belgian Construction Industry. Constructiv not only offers a very attractive range of social benefits and services but also contributes to an improved image for the construction industry.

Goals

Constructiv's previous website was outdated on different levels. Its navigation architecture, the site technology, and its content were no longer adapted to the company structure and its primary target groups (employers, employees, and other relevant partners in the construction industry).

The organization sought proposals for the development of a new website and Starring Jane won the tender with their proposal using Kentico as a CMS for the new website.

Challenges

A challenge for Starring Jane was the creation of a user-friendly website for the visitor as well as for the administrators responsible for content updates. Moreover, the website had to take into account Constructiv's requirements for long-term plans, possibly including marketing automation.

Constructiv specifically asked for a platform with the following characteristics:

- a user-friendly website for both visitors and administrators
- in-house control of content and design updates and expansion
- long-term customer journey and content optimization
- improved visitor statistics
- improved SEO

Solution

Starring Jane uses various CMS platforms for the development of websites, but Constructiv needed a new website in a relatively short time and Kentico has ready-to-use features that other systems don't offer and, furthermore, turned out to be the most suitable CMS based on Constructiv's specific website requirements.

Constructiv requested a guarantee for easy implementation and the best future-proof solution meeting their long-term requirements. The idea was

"Right from the start, Kentico was a very easy platform to use. Starring Jane helped us with the set-up and content input of the first language, so we could do a copy and paste of the structure for the second language for which we did the content input ourselves. Even though we still have to find a date with Starring Jane for full CMS training, we were able to prepare the website launch without too many difficulties. The navigation options, form fields, and other specific content types speak for themselves. The CMS is easy to work with and the fact that Kentico includes a live front-end view offers a great way to visualize what we are doing on the go."



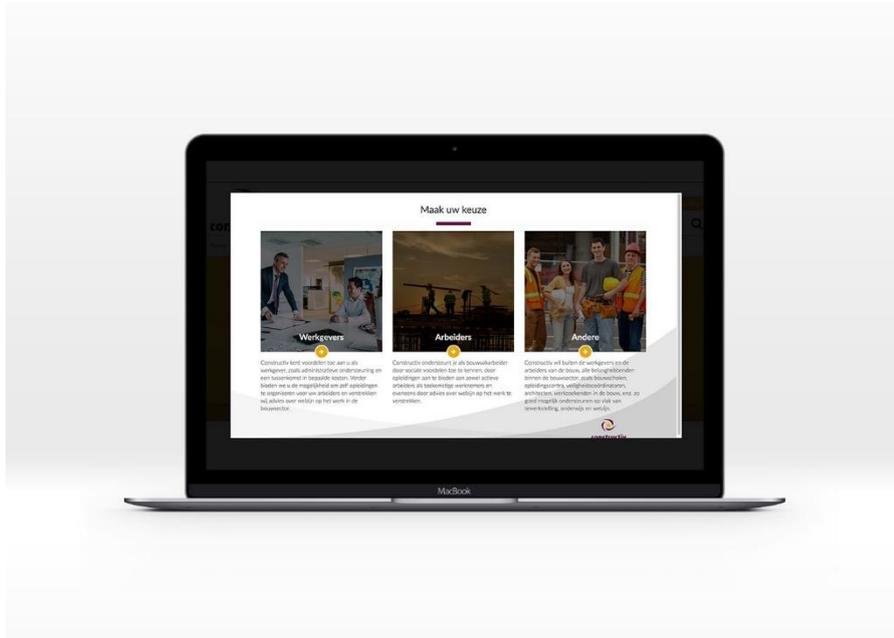
Meike van der Veur

External Communication Advisor
Constructiv

to personalize content for specific target groups and to keep options open for future workflows for digital marketing and content/design expansion.

That is why the choice was made to create three main target groups: employers, employees, and other partners of the construction industry, which form the very basis of the website's navigation architecture. The visitor is asked to make a target group choice on his/her first visit to the website and this choice is stored in cookies so that a returning visitor is redirected directly to the relevant landing page. However, the visitor can choose to switch between these groups on every page of the site if required.

To improve Search Engine Optimization (SEO), Starring Jane performed a keyword audit and rewrote the content of the website in an SEO-friendly way. Kentico enables keyword focus on pages and search engine results over the past few months already show significant improvement.

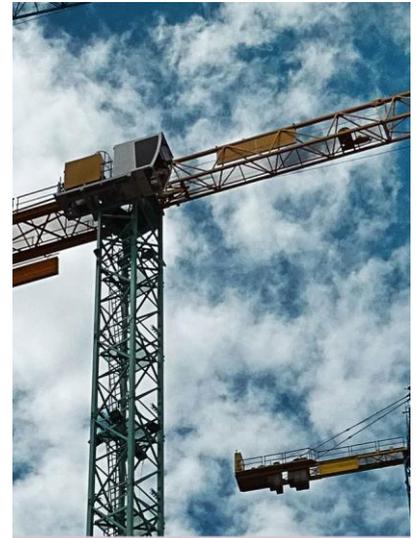


Results

<http://www.constructiv.be> is an online platform that stands out in performance and is based on a keen navigation architecture. The website was developed in a relatively short period of time.

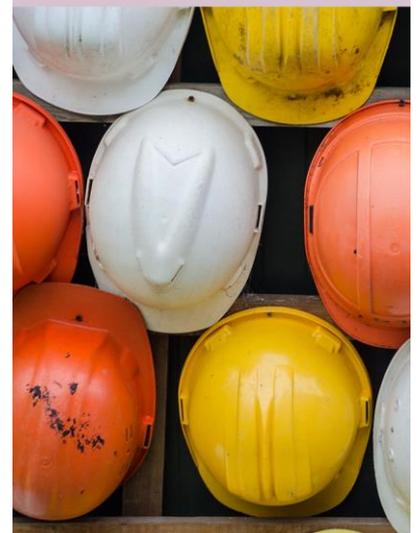
With the help of a short demo and due to the fact that the Kentico is very easy to use and self-explanatory, Constructiv now updates the site content without any problems.

Moreover, site visitors seem to find their way to the website much easier due to relevant content and better navigation. The bounce rate decreased by 50% and the session duration increased by 50% in comparison to the previous website. Additionally, a significant increase in page per view can be noted.



Constructiv

**A solid foundation
for the Belgian
construction
industry**



Due to the possibilities regarding customer journeys, interactive user experience, personalization of content, and ease of use, Kentico was the ultimate CMS choice from the start.

Key Criteria for Choosing Kentico

The main features that convinced Constructiv to choose Kentico for its website's back-office are:

- the need for a user-friendly platform
- the guarantee to be able to offer personalized content
- the opportunity to implement customer journeys
- the possibility to have full in-house control over content and design
- the flexibility Kentico offers as a future-proof solution
- the short development period and sharp deadline

Starring Jane

Starring Jane is a Belgian full-service digital agency. The company represents a team of about 30 digital experts, offering services to walk the entire digital journey:

- **Digital Strategy**
Starring Jane sets short- and long-term goals for and with the companies and people they are working for.
- **Design and Conceptual Thinking**
Through workshops and prototyping, the right look and feel and user experience are created.
- **Development and Implementation**
Implementation of the design into the right content management system and optimization via testing and demos.
- **Digital Activation**
Content optimization, SEO, SEA, social media, mailings, and setting up creative campaigns.

Starring Jane is located at co-working space The Hive (www.thehive.gent), based in the creative and innovative city of Ghent.

"The website has just been launched so we don't have feedback on the long-term yet and the site still needs some fine-tuning, but reactions on the new website so far have been mostly positive, both from visitors as well as from internal users responsible for content management."

"The flexibility of the platform regarding page and content handling, the options you have in design, the user-friendliness, and the fact that we could manage a wide range of aspects of the website ourselves convinced us Kentico was the CMS we needed. It feels comfortable to know we don't depend on an external party for updates we'll want to implement in the future."



Meike van der Veur

External Communication Advisor
Constructiv

STARRING JANE

Starring Jane
Dendermondsesteenweg 39A
9000 Gent
Belgium

Kevin Braem
+0032 9 235 82 84

www.starringjane.com
you@starringjane.com