Lime Digital

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Industry
Design

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"I'm delighted with the site - it's given us the foundation to build on now. I can't wait to dig even deeper with Kentico and start using some of the more advanced features such as the Marketing tools and e-commerce suite"

Phillip Clayton,
Design Director,
Lime Digital

Goals

For a design agency, possibly the hardest job is designing your own website! We're constantly getting new ideas, technology is constantly changing and so trying to nail down a solution is extremely hard! We set out to create a clean, simple and well-structured website with the focus on our 10 year portfolio, i.e. to let the work do the talking. To ensure we keep the site up to date, it was imperative we used a powerful and extensible CMS – Kentico was the obvious choice.

Challenges

With technology and design trends changing all the time, finalising a design solution proved to be the hardest challenge. We constantly explored new ideas and looked at new technologies, so to ensure we delivered the site, we had to make sure the goal posts didn't keep moving. In terms of the build and functionality, there were no major challenges – it's our core business and our certified Kentico Developers knew exactly how to build the modules we needed.

Solution

The end result is a portfolio-focused website that is simple, clear and easy to navigate. We built the site using Kentico 7 (the latest version) giving us the opportunity to explore the new features and learn on our time, not our clients. There are some fantastic improvements and we haven't yet discovered any bugs or teething problems. Integrating our twitter feed and creating an intelligent portfolio with filters was very straightforward using the out of the box tools Kentico provides.

We've yet to delve into the advanced marketing features properly yet, such as newsletter campaigns but we can see there is a whole wealth of functionality waiting to be exploited.

Key criteria for choosing Kentico CMS

* Intimate knowledge of the product
* Extensibility
* Advanced marketing suite
* Social media integration
* Speed of development
* Value for money