

Kentico Case Study

The Business Magazine

www.businessmag.co.uk

Industry:

Publishing

Partner:

Discover IT (UK) Ltd
Jays Wood, Clay Lane
Beenham RG7 5PN
United Kingdom
<http://www.discoverit.co.uk/>

Jenny Bailey
jbailey@discoverit.co.uk
01189713975

Goals and Challenges

The Business Magazine (www.businessmag.co.uk) is a regional magazine based in the southern counties of the United Kingdom. It provides an important information source for all sizes of business in the region.

It was decided to substantially improve its online presence and provide an easy-to-use business news resource for its readers. Additionally, online versions of the printed publications were to be made available.

All content needed to be managed by the journalists and editorial staff directly, and the website needed to be easy to search and navigate. Online advertising was to be provided and advertising statistics needed to be readily available to both the advertisers and the magazine's management.

Solutions

The website took 3 months to design and build. The Kentico CMS Enterprise Edition was selected to provide the necessary features and the facility to manage its content. Before the website was made live, it was necessary to import several hundred news articles from the archive. This was done using a bulk import tool.

The website was developed specifically to be easy for the editors and authors to update. The news articles were implemented using standard Kentico web parts and they are edited via "User Contributions", rather than the CMS Desk itself, in order to make the website available to the broadest range of content authors.

The "Previous Editions" section allows the viewing of online versions of the printed magazines using Adobe Flash. This was implemented using the Kentico media libraries and it is very easy for the editors to add the latest version of the magazine each month.

The website also utilises the Kentico RSS newsfeed web part and a monthly opinion poll web part that encourages more interactivity within the website. Finally, an XML-based Ad rotator system was implemented to be able to offer banner advertising on specific pages and positions in the website, and to provide comprehensive Ad click statistics. This was developed as a custom-built web part and is being made available by Discover IT as a Kentico "add-on".

“We were impressed with how quickly the new Business Magazine website came to life. For the first time, we have an online presence that can be managed comprehensively by our own staff and gives us the ability to post the latest information on our website quickly and efficiently. The readership boost is very important to our business.”

David Murray,
CEO
Elcot Publications Ltd.

Results

The new design, better organization and enhanced branding achieved by the site resulted in a big increase in both site visitors and visits.

Monthly page views have more than doubled from 55,000 for the old website to 118,000 for the new site.

Web advertising is being promoted for the new site. Despite the 2009 economic downturn, the initial response has been very encouraging and this has been due largely to the improved design and functionality of the site, and the increased site traffic.

The next stage will be to encourage clients to join The Business Magazine site and to submit their own material. They will be able to “tap” into the growing readership; while The Business Magazine will be able to offer its readers a greater depth of resource.

Key criteria for selecting Kentico CMS

Discover IT chose Kentico CMS because it offered a complete set of required features at a competitive price. It was important to us to use a CMS developed with the latest ASP.Net technology and that was backed by a comprehensive support organization. The Business Magazine has many plans to enhance the website in the future and we are confident that Kentico will enable us to do so, quickly and easily.



The screenshot shows the Business Magazine website interface. At the top, there is a navigation menu with links for Home, About Us, Editions, News, Contact Us, Advertise, Awards, and Subscribe. Below this is a secondary navigation bar with links for News, Deals, Companies, Technology, Events, Finance, People, Property, Law, Motoring, and Hospitality. The main content area features several sections: 'Editor's Choice' with three featured articles, 'Read & download' with a link to the current issue, 'This Month's Poll' with a bar chart showing results for 'Will a change of government boost the economy?', 'Latest News' with a list of recent articles, and 'Follow us on Twitter'. On the right side, there are several advertisements, including 'Partners With 3D Virtual Pages', 'sealevei', 'Do you need more clients?', 'bpcollins SOLUTIONS', and 'conjungo'. The footer contains copyright information and a 'Home | Sitemap' link.