

Case Study

Goldray Industries

www.goldrayindustries.com



Industry

Architectural decorative glass manufacturer

Partner

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Background

Goldray Industries Ltd., headquartered in Alberta, Canada, is a leading manufacturer of architectural decorative glass. Their product line includes non-traditional glass products designed to meet the rapidly evolving needs of architects, interior designers, glazing contractors, and other manufacturers throughout North America.

Goals

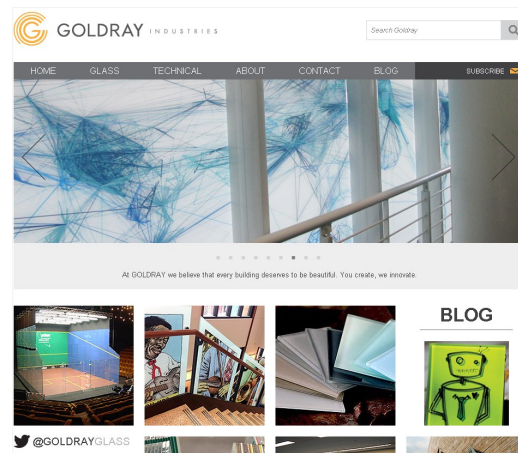
With an outdated site built on a CMS that was difficult to use, Goldray Industries partnered with BizStream to launch a completely re-vamped website that would surpass those of Goldray's competitors in design, usability, and functionality.

Short- and long-term goals for Goldray Industries include:

- Improve design, architecture, and navigation
- Improve and expand content to clearly articulate services, including a portfolio to highlight the company's work
- Increase functionality and site features
- Increase global site traffic
- Fully responsive site
- Increase social media activity

Challenges

- Home page design that required:
 - Dynamic display of tiles (images and icons that represent products) that infinitely loads a random set of product information
 - Select tiles requiring priority status so they always appear at the top of the grid
 - Tiles featuring video, Twitter feed, and blog feeds
- Hierarchical menu that is fun and easy to use
- Lists of products and grids of products by color, application, or project
- Design that challenges compatibility with browsers and devices
- Asset management of all product images



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Solution

Improve design, architecture, and navigation; increase functionality; implement new site features

Wanting to strengthen its brand and update its website design, content, and features in a manner that reflects the company's use of creativity, technology, and innovation, Goldray Industries partnered with BizStream and a design team to implement a modern feel that showcases the company's work. To do this, Kentico CMS was chosen to support the re-design, added functionality, and integration of existing infrastructure.

Home page

In addition to a main content slider that rotates through images that are defined as a custom document type, the homepage features dynamic content layout and presentation. The homepage was developed using a Pinterest style design, and the images on the homepage showcase Goldray Industries' work giving users a look at the company's portfolio.

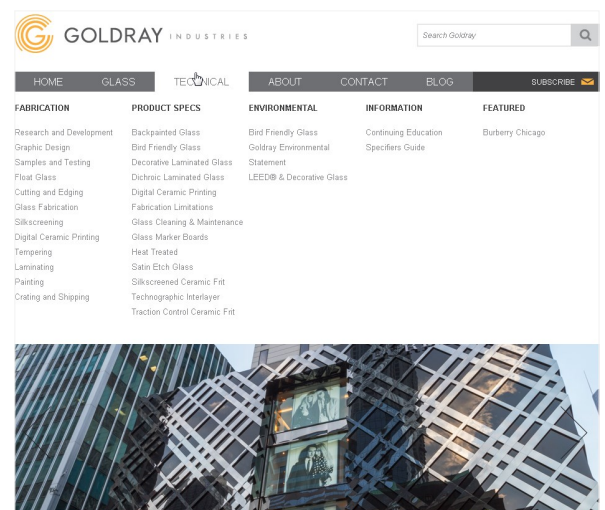
To create the endless scrolling of content that showcases Goldray Industries' products, BizStream used a set of JavaScript. Tiles are a random sequence of products and static images. Content administrators have the ability to prioritize the tiles on homepage load by clicking an "Is Featured" checkbox within the Kentico interface.

Homepage tiles can comprise Applications, Collections, and Glass Products that showcase what Goldray Industries can do for its customers. When a user hovers over a tile, the tile will show the Application name, Glass style, and Collection names. Tiles can appear as static images. Images are stored in Kentico's media libraries, can be internal or external links, or be static text.

Tiles can also be made up of video links. Clicking the video's preview picture links to the video sharing services page for that video. Videos are served from YouTube or Vimeo.

Navigation

Given the variety and depth of Goldray Industries' products, the client's website required a mega menu to display the variety of work and choices available to customers. Using Kentico's universal viewer web part to create the menu, the main menu shows up to 3 levels of navigation, which reflects the content tree structure inside the CMSdesk and includes sequence of menu items.



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A maximum of 5 columns can be shown on the drop down portion of the menu. However, when fewer columns are needed, the width of the columns grows symmetrically to fill in the space. When more than 10 items are returned, a "view more" link appears to direct users to that column's landing page.

Additionally, the site's mega menu pushes down a page's content, rather than floating over the content, thereby never hiding or covering content so it's always available to users. A sticky footer keeps social media icons and general contact information available to users at all times, with page content scrolling behind the footer.

Interior pages

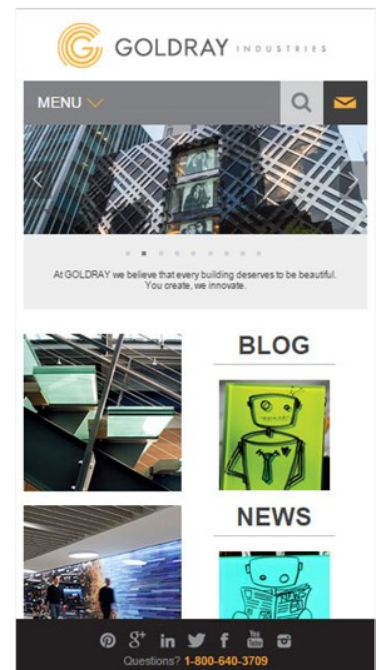
The inside pages of the Goldray Industries website showcase the company's industries, applications, projects, and glass products and supplies, and also feature relative information about product specs. Kentico's standard content management system capabilities make the site easy to edit.

Fully responsive site

Recognizing that many of its users visit the Goldray Industries website from smart phones and other devices, the company knew designing the site to be fully responsive was a must. Using designs from the Goldray Industries' design team, BizStream's developers created the site using a responsive grid framework. By adding CSS media queries, the site recognizes different device types and adjusts the grid accordingly. The responsive designs were tested extensively on BrowserStack, a cross browser tool used to test compatibility and to debug the code.

Social media integration, blog integration, news; increase website traffic

Looking for ways to increase site traffic and search engine rankings, and to convey the latest updates and happenings to Goldray Industries customers, the client requested a news section on the site as well as blog and social integration. Users can access the site's custom Twitter feed, blog feed, and news feed from the homepage tiles or via the navigation.



Key criteria for selecting Kentico

- Easy-to-use content management system
- Search engine optimization module that complies with SEO best practices
- Comprehensive feature set
- Responsive design capabilities
- Multiple document types and ability to have multiple page templates
- Future integration capabilities