WWW.CALIFORNIAOLIVERANCH.COM

INDUSTRY
Food and Beverage

BACKGROUND
Founded in 1998, California Olive Ranch® is America's largest grower and processor of olive oil.

CHALLENGE
California Olive Ranch was faced with an outdated web site that didn't effectively communicate its company image or allow for easy updating of site content.

WHY SITEFINITY
California Olive Ranch does not have an in-house web team to make site updates. Sitefinity was chosen for its ease of use, drag-and-drop and WYSIWYG editing capabilities.

TECHNICAL DETAILS
The site was developed in ASP.NET, SQL Server and Sitefinity CMS.

RESULTS
The updated web site not only gives California Olive Ranch a professional image but also allows them to easily maintain and update content on their own.

HOW SITEFINITY HELPED CALIFORNIA OLIVE RANCH BUILD ITS WEB PRESENCE.

The official corporate California Olive Ranch website, providing end users with the relevant company, brand and product information.

THE CHALLENGE

Having a properly designed and produced web site is paramount in conveying a professional brand image to potential customers. California Olive Ranch's original web site was outdated, poorly designed, and difficult to maintain.

Since California Olive Ranch does not have an in-house web team the goal was to create a vibrant and professional new site design and build the site within a Content Management System that would allow them to easily update and add to the content without the need to have significant knowledge of HTML coding.

Consumer education played a key role in the creation of the new website and one of the primary goals was to enhance a user's knowledge of olive oil through rich and interesting content. The video and recipe sections of the site were, and continue to be an important aspect of the site as a whole. Since content in these sections changes often, it was imperative that the CMS be both flexible and simple to use. Adding a new recipe to the site along with images of the dish and the chef for example, had to be a task that could be completed with ease and efficiency.

Design flexibility was another important requirement for the site since it houses various types of content. Recipe pages should look different than product or general information pages. Having a CMS that would easily accommodate different templates and different layouts was extremely important.

THE SOLUTION

A data-driven website developed in Microsoft ASP.NET and SQL Server, all built within and managed by Telerik's Sitefinity CMS.

After lots of research into various CMS options, Sitefinity was the

only logical solution. Its WYSIWYG editing capabilities make it simple to use for even the least tech-savvy users, making content updates both quick and painless.

Sitefinity's open and exposed architecture, and foundation in the Microsoft ASP.NET framework not only significantly lowers the learning curve for developers but also allows for us to effectively extend the functionality by creating our own custom modules to fit a site's individual needs.

No other CMS offers the same core features, the intuitive and simple interface, and the sheer cost-effectiveness that Sitefinity brings to the table.

THE RESULTS

From a business perspective, Sitefinity was the obvious choice. California Olive Ranch is able to maintain the professional image that their customers expect while still being able to quickly and easily update the site content to keep things fresh.

Since the web site's launch in March 2009, it has since undergone a second re-design effort to match a re-branding campaign. Sitefinity's template system made it a breeze to update the overall site theme without having to rebuild the site from scratch.

California Olive Ranch has seen significant growth as a company and with Sitefinity as the Content Management System, the web site is able to grow as well. In summary here are the benefits we noticed after implementing Sitefinity:

- More aesthetic and intuitive design contributed to a more professional user experience overall
- Ease of updating via Sitefinity allowed the client to keep site content fresh which in turn encourages repeat visitors
- Return visitors have doubled since the new site launched
- Overall site traffic has steadily increased since the new site launched and is now 3 times greater what it was with the previous site