

# Amerlux.com Case Study -Migration from Kentico to WordPress

## Overview:

Amerlux is a leader in innovative lighting solutions, with a vast catalog of products serving diverse industries. Their website is a critical platform for showcasing over 500 products, each with detailed specifications, downloadable resources, and galleries. Citytech was tasked with migrating Amerlux.com from Kentico CMS to WordPress, ensuring a seamless transition while enhancing usability and scalability.

## Challenge:

Migrating Amerlux.com posed significant challenges due to the complexity and volume of product data:

- 1. Large Product Catalog:** Over 500 products with extensive details.
- 2. Complex Data Types:** SPEC Sheets, IES Files, REVIT Files, and Install Sheets.
- 3. Feature-Rich Content:** Product galleries, downloadable resources, and detailed product information.
- 4. Navigation Complexity:** A robust menu system was required to handle multiple categories and product types.

The primary challenge was to preserve all existing functionality while improving performance, user experience, and maintainability.

## Solution

Citytech implemented a strategic migration plan to ensure a smooth transition:

- **CMS Migration:** Transitioned from Kentico to WordPress CMS, leveraging WordPress's flexibility and scalability.
- **Template Design:** Used LiveCanvas to create responsive, customizable templates tailored to Amerlux's branding.
- **Forms Management:** Integrated Gravity Forms for handling all user interactions and inquiries.
- **Navigation System:** Implemented MegaMenu to organize the extensive product catalog into a user-friendly structure.
- **Custom Fields:** Utilized Metabox to manage complex product data and custom fields efficiently.
- **Product Finder Feature:** Developed a powerful product finder tool to help users filter and locate products based on features and categories.

## Key Features Delivered

- **Comprehensive Product Pages:** Each product includes specifications, downloadable sheets (SPEC, IES, REVIT, Install), and galleries.
- **Enhanced User Experience:** Streamlined navigation and product finder for quick access to relevant products.

- Scalable Architecture: WordPress CMS ensures easier updates, maintenance, and future scalability.
- Optimized Performance: Improved site speed and responsiveness across devices.

## **Results**

The migration delivered a modern, efficient, and user-friendly website:

- Improved Accessibility: Users can easily find products and download technical resources.
- Enhanced Engagement: Interactive product finder and galleries provide a richer browsing experience.
- Operational Efficiency: WordPress CMS simplifies content management for Amerlux's team.
- Future-Ready Platform: The new architecture supports ongoing growth and feature expansion.

## **Conclusion**

Citytech successfully transformed Amerlux.com into a robust WordPress-powered platform, overcoming the challenges of migrating complex product data and delivering a feature-rich, scalable solution. The project highlights our expertise in handling large-scale CMS migrations and building tailored solutions that enhance both user experience and operational efficiency.