



**COMPANY NAME: Unilock**

### **INTRO (ABOUT CLIENT):**

Unilock is the industry leader in high-end paving stones and paving stone technology for the residential and commercial markets. Their commitment to quality, innovative methods and unique designs have kept them ahead of the competition for over 40 years.

### **CHALLENGE**

In 2013, Unilock contacted FlowPress to help diagnose their constant site-down and site-slow issues. It turns out that Unilock.com and five subsites had been built on ColdFusion and the one person in the city that knew how to manage it had taken a full-time job elsewhere.

Unilock liked the way their sites looked but needed to simplify content management and add tools such as an internal image gallery. Once built, the new system would need a reliable host and a team to assist with the upkeep.

Most importantly, Unilock was looking for a technology partner to help them establish the lead in their space online, just as they had done in their industry.

### **SOLUTION**

FlowPress did a deep dive with the Unilock team to discover what the main issues were, triaged them and then presented a plan of attack.

Following feature discovery, the next step was to rebuild the current ColdFusion based sites on a faster, more reliable and simpler to use CMS. WordPress was the obvious choice. FlowPress got to work re-creating all six Unilock web properties with the goal of providing a revolutionary new experience for content and product managers while visitors noticed nothing but a suddenly fast website.

FlowPress chose to build the sites as a multi-site network allowing Unilock to easily share images and data belonging to over 10,000 products. We developed a custom internal / external gallery system that hosts thousands of photos with varying access levels and migrated all the data from a closed source system.

### **RESULTS**

In less than six months, FlowPress built and launched the new WordPress based Unilock sites with features including custom geo-ip detection and product / content delivery, a customized Admin area, product management and a custom WordPress to Microsoft CRM integration.

Google site speed scores went from less than 50 to over 80. Our client's search engine rankings have never been better.

### **SERVICES PROVIDED:**

Throughout the project, FlowPress provided an array of services including:

- A full performance audit of the current sites
- User Experience consulting
- WordPress plugin and integration development
- Integration of version control
- Hosting setup
- Ongoing updates and management