

# Clover SA revamps its website

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Clover SA has partnered with Bluegrass Digital to rebuild its corporate B2B and B2C website. The company has been consolidating its corporate digital assets onto a single technology stack and has also migrated all the Clover websites to the Cloud on Microsoft Azure.

Bluegrass worked closely with Clover's digital marketing agency AMOK to review the key user journeys, information architecture and the user interface designs, to ensure they met the required B2B and B2C content strategies and Clover brand team marketing requirements.



WordPress was chosen as the preferred content management (CMS) platform and was used to implement the new site templates into a custom WordPress theme. This platform caters for all content management and site administration controls and third party integrations like investor share price widgets.

Bluegrass solutions director Mark Hawkins says a major problem with the previous corporate website, was the inability to move at speed from a campaign broadcast and content administration function.

"Content Management System (CMS) editors and Clover brand managers now have full control over the website. They can now manage site content, create new campaign pages with ease and control all SEO aspects – something that wasn't possible before," he explains.

As part of re-platforming the new website on Microsoft Azure, Bluegrass ensured the required technical and security standards were met in line with Clover's mandate.

"Following budget approval, we were under tight deadlines to deliver a very large website within fixed timelines and budget. The project was successfully delivered and went surprisingly smoothly considering the number of stakeholders collaborating on the project and the timelines," says Hawkins.

The Clover website is an important resource serving a broad audience with corporate, investor, brand and consumer information. The new site was launched in June 2018 and was widely accepted by all parties concerned.

"After working successfully with the Clover corporate team on a number of urgent website projects, we finally had the opportunity to rebuild their flagship corporate site," concludes Bluegrass managing director Nicholas Durrant.

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