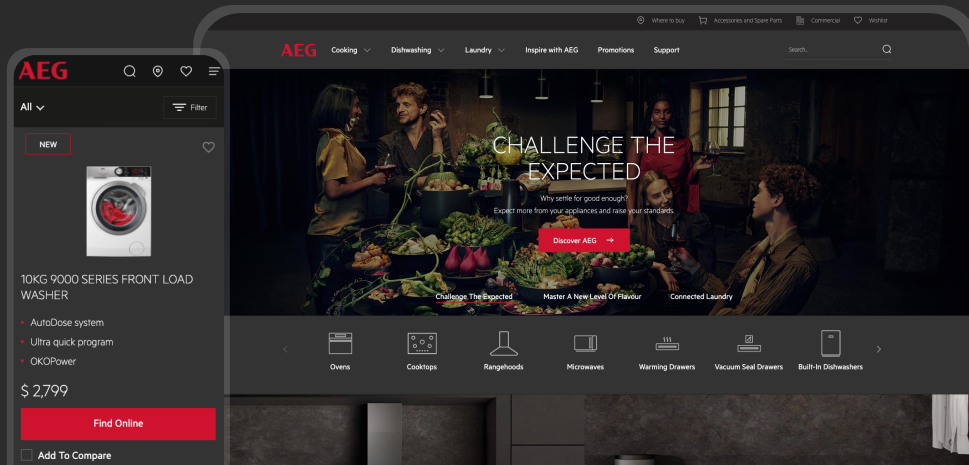




CASE STUDY **AEG AUSTRALIA**



Creating a high-performance website with a major SEO boost for AEG Australia

AEG, founded almost 130 years ago in Germany, is a premium household appliance brand known for its high product quality and sophisticated design.

THE CHALLENGE

AEG sharpened its strategy to become more relevant to the consumers. This meant that their current page structure and UI style needed to be replaced to allow for more modernity, flexibility, and relevance to the target audience. AEG requested Niteco to build a new, product-focused, modern, SEO-optimized, mobile-responsive website showcasing the brand's high premium positioning with the latest technology.

THE SOLUTION

1. Discovery and design: Using discovery workshops and insights from tracked user data and extensive research.
2. Implementation: The team built the site on Optimizely (formerly Episerver) Commerce, meaning it's ready to become an E-Commerce site should the client wish to

take that step in the future. As part of the implementation, our team also migrated existing integrations to other systems (PIM system, CRM, ratings & reviews platform, integration with store locator vendor, etc.). Ensuring performance, SEO health and mobile optimization were prioritized every step of the way. We also enabled detailed GA/GTM tracking, which would allow the client to accurately measure the site's performance after launch.

THE RESULT

The site went live by the agreed-upon deadline and was a clear improvement over the old site, especially in terms of performance. For product detail pages, the Speed Index improved by a whopping 640%, while Start Render and Largest Contentful Paint (LCP) for those same pages improved by 88% and 82%, respectively. For the homepage, the Speed Index improved by 195%.