

# Murdoch University Drives 32% Increase in Mobile Visits with Sitefinity



COMPANY	Murdoch University	INDUSTRY	Education
PRODUCT	Sitefinity	COUNTRY	Australia

Murdoch University's existing website was built in 2007 and had become outdated over the years. With Sitefinity, Murdoch University was able to completely transform its website to deliver a better user experience and improve site management.

## CHALLENGE

Implement a CMS that would empower Murdoch University's digital team with the flexibility to deliver a great user experience while minimizing management complexity.

## SOLUTION



Sitefinity offers Murdoch University a flexible, scalable CMS that can support its digital vision for years to come



With Sitefinity, Murdoch University was able to modernize its website, complete with responsive design capabilities



Sitefinity's intuitive user interface enabled content creators to directly create and edit their content, taking burden off IT

## RESULTS

**32%**

increase in mobile visits

**87.2%**

reduction of content on product pages due to simplification initiatives

**\$130K**

in cost savings by reducing reliance on external agencies for projects

"With Sitefinity, we've been able to create a more usable website that directly contributes to the improved performance of our University."

**JULIE WHITLOCK**  
ASSOCIATE DIRECTOR OF DIGITAL INNOVATIONS  
MURDOCH UNIVERSITY

Sitefinity delivers compelling digital experiences with ease.



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