

Argo Ventures Digital Utilized Progress Sitefinity to Create a Portfolio-Worthy Website

AT A GLANCE



Argo Ventures Digital is a Progress Partner that assists B2B companies across the world, by creating and developing stellar websites. However, Veronica Milcheva, the Co-Founder and Director of IT at Argo Ventures, and the rest of her team took note that their own website was overdue for a revamp of their technical, UX and digital marketing strategy. Argo began to use their own deep knowledge of the Progress® Sitefinity® platform to do a reset on their own website. It resulted in a new website that made the team so proud of it that they would include it in their own portfolio.

COMPANY

Argo Ventures Digital

INDUSTRY

Technology & Software

PRODUCT

Progress Sitefinity

COUNTRY

Bulgaria

Challenge

While Argo Ventures Digital was actively hard at work helping their clients build websites, they found themselves falling behind their own digital strategy. In fact, Argo’s website did not receive any substantial updates for nearly four years, and the agency saw this as an opportunity to give it a well-deserved refresh.

“Progress Sitefinity was an inevitable choice for us as one of the top quality Sitefinity service providers all around the world. We wanted Argo’s own website to be a demonstration of our skills, ambition, and success. Now we use the website as an example when performing training or demonstrating specific functionalities to our clients.”

Veronica Milcheva

Director of IT and Co-Founder of Argo Digital Ventures

Solution



Revamp the website using new capabilities in the latest version of Progress Sitefinity.



Utilize out-of-the-box widgets in order to enable an even faster content editing processes.



Integrated Google Analytics, ShareThis and HotJar in order to measure SEO and overall customer experience.

Results



A rework of the Argo Ventures website that can be best described by Milcheva’s as “a website that is in our own portfolio.”



Redesigned pages that now display the company’s accomplishments in a more effective and concise manner.



Improved upon the mobile version of the site to make it more responsive for mobile users.



Bring your new brand vision to life across the web and beyond with the latest CMS from Progress.

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