

XTRA Lease Utilizes Progress Sitefinity to Bring in 39% New Truck Trailer Renters

AT A GLANCE



When it comes to lending a hand to trucking companies, XTRA Lease has them covered with truck trailer leasing and rental services. Since the company supplies a crucial component for the trucking industry, having a modern, responsive website to conduct business is key. The problem is XTRA Lease’s website had more than a few functionality problems for users, not to mention, their CMS was no longer supported. However, Progress® Sitefinity® Partner Americaneagle.com was able to help XTRA Lease in renovating its website, including improved mobile usability, SEO and page layouts.

COMPANY XTRA Lease	INDUSTRY Business Services
PRODUCT Progress Sitefinity CMS	COUNTRY United States

Challenge

After their previous CMS was no longer supported by its manufacturer, XTRA Lease needed a new one. The B2B transportation company was looking for an overhaul of its visual design, SEO strategy and capabilities for users and employees. Additionally, XTRA Lease wanted to reduce the need for a third-party SEM platform.

“We narrowed the selection to three platforms which we demoed and decided Sitefinity was the strongest candidate due it being user-friendly, an appropriate fit for our content needs and affordable licensing.”

Ron Kemm
Marketing Director, XTRA Lease

Solution



Make the XTRA Lease website more mobile-friendly to help capture more leads.



Implement a CMS that will work directly with the company’s current CRM.



Create a seamless user experience for current customers and prospects, allowing them to go from the main website to the password-protected one with ease.

Results



Month-to-month SEO improvements resulting in a 39% increase in new visitors.



Implemented user-focused features, including a fuel savings calculator, credit application system and the ability to search for locations and equipment.



An easy-to-use CMS enabling website administrators to create appealing and functional page layouts that concisely displays rental and leasing information.



Need a CMS that will deliver better and more effective user experiences for your website?

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