Progress® Sitefinity®

Ruukki Site Speed Soars 700% with Progress Sitefinity and ASP.NET MVC

AT A GLANCE

When Ruukki needed to boost site performance and update its brand to better be a more effective lead generation engine, Progress Sitefinity with ASP.NET MVC delivered a 700% gain in site speed—and new leads to match.

Challenge

Languishing sales leads and vanishing site speed, together with GDPR and a new brand, meant it was time to refresh the Ruukki website.

> **With Sitefinity, we can do most of the work on the website ourselves. We maintain more than 30 sites and launch campaigns with a fairly small team."**
>
> **Mika Autio**
> Web Manager, Ruukki

Solution

Migrated from ASP.NET Web Forms to ASP.NET MVC

Centralized content management using Sitefinity page templates

Updated information architecture, but retained integrations, data and content using Sitefinity module builder

Results

700% increase in site speed scores on Google

70% increase in site content leads

Centralized control of 30 websites

→ **Using ASP.NET MVC with Sitefinity, performance scores soared, sparking gains in traffic and business leads for both B2B and B2C channels.**