



funnelback

CASE STUDY

# Chippewa Valley Technical College

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# The Organization

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Part of the Wisconsin Technical College System, Chippewa Valley Technical College (CVTC), serves an 11-county area and approximately 13,000 students every year. CVTC is one of 16 WTCS colleges located throughout the state. The College's largest campus is located in Eau Claire with major regional centers in Chippewa Falls, Menomonie, Neillsville, and River Falls. CVTC offers a wide variety of programs, certificates, and apprenticeships ranging from Accounting, to Farm Operation, to Welding.

## INDUSTRY

Education

## COUNTRY

United States

## WEBSITE

[www.cvtc.edu](http://www.cvtc.edu)

## FEATURES

Custom Design

Rich Promoted Results



# Key Project Objectives

Chippewa Valley Technical College approached our solution partner High Monkey in the Fall of 2016 with a problem: the search function on their website was highly technical and therefore very difficult to manage. A primary goal of this project was to create and focus on a user-friendly interface and easily modifiable search results. They also needed High Monkey to effectively integrate Funnelback into their existing Kentico Content Management System while retaining all functionality of Funnelback. Their end-goal was to improve the CVTC website's search results and provide valuable analytics across the site while improving the overall user experience of search.



Integrate with existing Kentico CMS



Consistent aesthetics between site and search



Pull up "best of" featured results



Display custom metadata fields in search results



Provide valuable analytics across the site



# The Requirements

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The marketing staff needed a platform that was easy to use and customizable to provide tailored solutions and an optimal user experience. Funnelback integrated seamlessly with the Kentico9 environment, ensuring a smooth transition from the original demonstrations to launch, and beyond.

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*This platform delivered on everything we wanted from a search engine and more.*

SARA PERTZ, CVTC DIGITAL MARKETING MANAGER



# The Solution

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High Monkey provided a solution approach that addressed all of CVTC's search needs that included the following steps:

- Build using Kentico API to push content into Funnelback
- Create custom Kentico CMS web part to pull in Funnelback search page and its functionality
- Set up of auditing system to monitor content
- Modify existing search results
- Create custom metadata fields to create facet navigations to filter and narrow down search results



# The Result

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A user-friendly marketing console and a robust accessibility check for an autonomous and responsive marketing team.

## Kentico Integration

To integrate Funnelback with Kentico's Content Management System, High Monkey's team developed custom web parts to crawl the necessary content and display search results on the CVTC website, [www.cvtc.edu](http://www.cvtc.edu).

## Search Display

The search display web part pulls in the search results from the Funnelback system based on visitor searches. This integration allows for full utilization of the comprehensive results display templating from Funnelback while seamlessly displaying in the Kentico website.

## Custom Response

The custom response web part allows data stored in the Kentico database as pages to be output as XML or JSON REST API Feeds. Unlike the out-of-the-box Kentico REST API, these custom feeds integrate with additional metadata schemes setup in the CMS which when delivered can provide search visitors with a much richer contextual navigation process. Each deployed webpart can be configured to provide a specific set of data based on the types of content used in the creation of the CVTC website pages.



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