

A close-up, black and white photograph of a magnifying glass resting on a laptop keyboard. The magnifying glass is positioned in the lower right quadrant, with its handle extending towards the left. The lens is focused on a few keys, making them appear larger and more detailed than the rest of the keyboard. The background is a blurred view of the rest of the laptop keyboard, creating a sense of depth. The overall tone is professional and focused.

Agility CMS:

A Foundation for Growth Through Better SEO

Joel Varty, March 2021

Why SEO

The internet has become the medium upon which the vast majority of our communication flows. Your websites is now the fundamental aspect of your brand. The ability to be “found” online via the content on your website has, by extension, become the focus of an entire field of study known as Search Engine Optimization, or SEO.

Why Your CMS Is Fundamental to SEO

Search engines are more and more geared to helping their users find *content*, not brands. Your ability to rank higher among search terms that are important for you is based on the value of your content. In other words, your brand will suffer if your content isn’t considered relevant, up-to-date, and unique.

A CMS is crucial to helping you maintain better content on a regular schedule, and to ensure that you have all the pieces of the page in place that search engines need to see, such as headings and meta-data.

Better Page Experience, Better SEO

Google and other search engines have begun to factor the perceived experience that a user will have on a given page with its ranking.

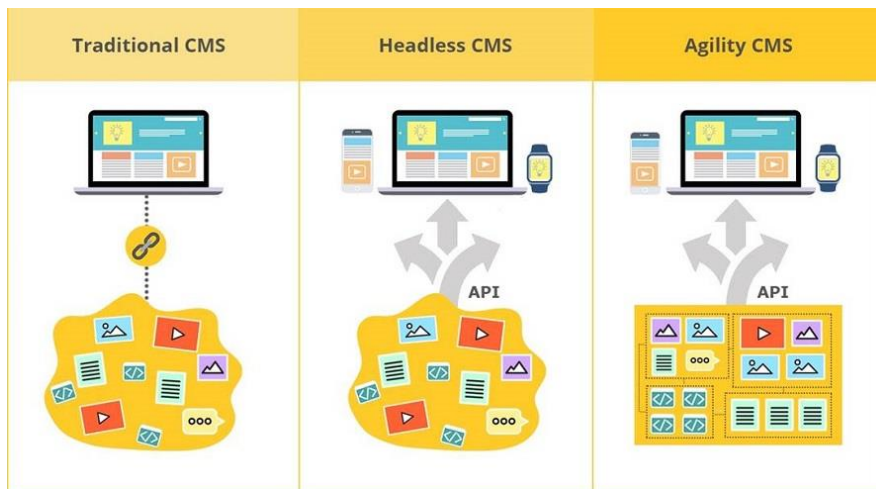
Part of the issue for most websites here is that they are slow to start with. Traditional CMS ties the content to the output, limiting what developers can do to improve speed.

Similarly, the actual front-end implementation of the brand design, the code itself, is hampered by strict templating rules and outdated frameworks.

Faster pages with better User Experience metrics will be favored over pages that are slower to load and aren't optimized for UX.

Headless Architecture with Page and Sitemap Management

Agility CMS decouples the content from the code, allowing developers to tune the page output using the best tools for the job. This results in better page speed and experience scores across the entire website.



Maintaining URLs Now and Forever

Most websites, after they have been around long enough, need to maintain legacy URLs. Agility provides tools and testing mechanisms to ensure that the pages with good “SEO juice” come forward with you as your website evolves.

Case Study: Cineplex Entertainment



The Customer

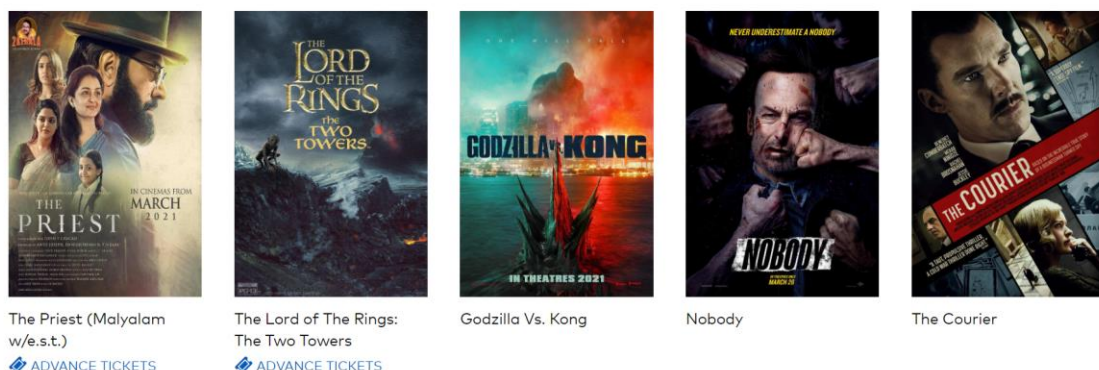
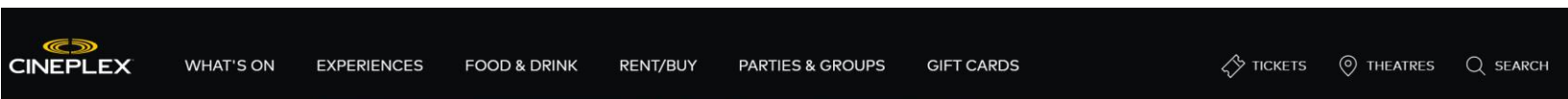
Cineplex is a top-tier Canadian brand that operates in the Film Entertainment and Content, Amusement and Leisure, and Media sectors. Cineplex welcomes over 70 million guests annually and also operates multiple entertainment and amusement solutions.

The Goal

Cineplex wanted to change how people find and book experiences online.

In addition, Cineplex wanted to distribute digital entertainment online via the Cineplex Store. This store would be available via web browser, mobile apps, set-top boxes and smart tv apps.

Giving this content more exposure via SEO was a top priority.



The Challenge

When Cineplex first came to Agility, they were using a system that didn't allow freedom of design and it was extremely limiting in terms of SEO, performance, scalability, usability and multi-lingual capabilities.

- Additionally, at the time Cineplex had just completed a major merger that resulted in a number of different web properties that needed to be brought together.
- The brand needed a back-end system that would unite its team and provide a seamless and consistent user-experience that allowed them to make frequent updates to the site as new films and show times get frequently added and refreshed through Cineplex's back-end systems. Speed to market was crucial for them as well.
- They needed to be able to do have things quicker in order to get better conversions.
- At the time, Cineplex also wanted to expand its website to include online sales and ticketing which would include optimization to their movie search functionality.

More recently, the 2020 pandemic led to a massive drop-off for in-person entertainment. The focus shifted heavily to online content and digital media sales, CPC Advertising and SEO.



The Solution

Cineplex has been using the same content backend with Agility CMS since 2008. The ticketing backend was integrated into the main codebase in 2010. Different teams have rebuilt and reskinned the front-end website content several times in that time.

Expansion into new digital properties and online media sales with the Cineplex Store began in 2015 and culminated in a major focus on digital media distribution in 2020.

All of these efforts built upon the content architecture and structures defined back in 2008 that were outlined as key to the content discovery process. Content editors have been able to create content that fits in with SEO principles of uniqueness, timeliness, and relevancy.

The Outcome

Not long after launching their first website rebuild on Agility CMS back in 2008, Cineplex began to experience a large increase in web traffic. Largely attributed to better SEO, this traffic increased over the next decade as the content was expanded upon and extended to other digital properties.

Cineplex began to utilize its web presence as a platform for monetization in addition to awareness. Online ticketing for physical venues and ad revenue were the first avenues for increasing their bottom line.

What was once a sunk cost in their business had become a central part of the revenue generation strategy.

When Cineplex launched their Store property on Agility, they immediately jumped into the digital media distribution market.

Cineplex was able to lean heavily on this new digital platform, bolstered by its dominate web presence, to mitigate the loss of in-person entertainment revenue.

Because Cineplex has invested and maintained an incremental adoption of increasingly valuable SEO and content strategies with Agility CMS, they have been able to generate more revenue from their digital properties.

“The platform provides a consistent user experience for our content team to easily make updates to movie/theatre details, content and metadata, news, blogs, contests and more.” — Jeffrey Kent, Former Chief Technology Officer at Cineplex

Case Study: A SaaS e-Commerce Company

The Customer

This company has a SaaS software product that is sold online. They were pivoting from a consultative sales model to a self-serve model and worked with Agility's development partner [9th Wonder](#).

The Goal

The customer was struggling to get inbound leads from their website and wanted to provide a way for customers to sign up for their services in a self-serve fashion. They were spending too much money on ads to drive traffic. Instead, they wanted to focus on creating better content.

The Challenge

The customer wanted to create a website that provides users with the information they need to choose this customer's product offering. At the same time, they wanted to shift from a consultative sales process with a high cost of customer acquisition to a self-serve model that could be automated. The website needed to be able to help them to both attract new customers and to allow them to make a purchasing decision.

The Solution

The website was created by 9th Wonder using Agility CMS and Gatsby, a framework that includes static site generator.

The content of the site was tuned for SEO, providing specific headings, titles, meta content and images to help increase ranking for the keywords that were deemed most important. In addition, the website included rich meta data for the customer's online events, allowing those events to appear in Google's event search mechanisms.

The site would also include pricing and evaluation options to allow users to learn as much as they needed in order to make a purchasing decision without ever having to speak to a sales rep.



With Agility CMS you can build a content foundation that will go the distance and deploy your blazing-fast Gatsby web apps with confidence.



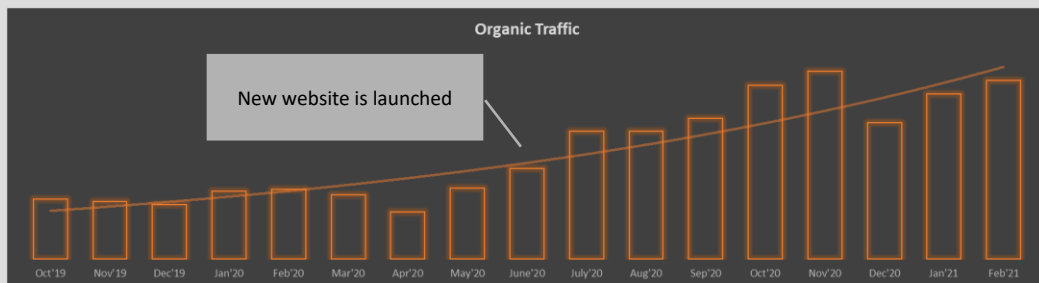
The Outcome

The first indicator of success for this strategy was organic traffic. This metric began to grow dramatically withing a few weeks after launch.

As organic traffic rose, so too did the conversion rate for user's filling out contact forms and downloading gated content.

Best of all, the number of users directly evaluating the customer's software increased while reducing ad spend by over 90%.

Looking closely at the page speed metrics, these were also dramatically better due to the use of Agility's Gatsby integration.



2.6X
Organic
Traffic growth
Year-To-Date



5.8X
Leads growth
Year-To-Date