



Integrating Content and Commerce for Koenig Equipment on Drupal 9

Project Overview

Koenig Equipment has provided lawn, garden, and agriculture equipment solutions for over 115 years and is currently operating in 15 locations across Indiana and Ohio. They are one of the early adopters of a digital business landscape delivering content-driven commerce experience for their customers. Ameex was approached to enhance their site experience further with better backend and frontend usability, deliver top-notch performance, and improve search engine ranking page results.

Ameex and Koenig Equipment – Strong and Successful Relationship

Ameex maintenance and support team has been supporting their website needs with site updates and periodic health checks for several months. Our team were is addressing internal stakeholders' needs such as content updates, security updates, bug fixes, integrations, and more. Our team set a collaborative environment for their team and built a solid and rewarding relationship.

Opportunity Areas

Koenig Equipment's website is complex and content-heavy with several features and functionalities. Our team of Drupal Consultants, Digital Strategists, and Drupal Solutions Architects conducted an extensive discovery process and identified areas for improvement.

- Simplifying e-commerce payment experience
- Enhancing search functionality, events, product, blogs, and news listing pages
- Enabling easy content creation for different users
- Better backend management
- Optimizing website for local searches and improving organic traffic

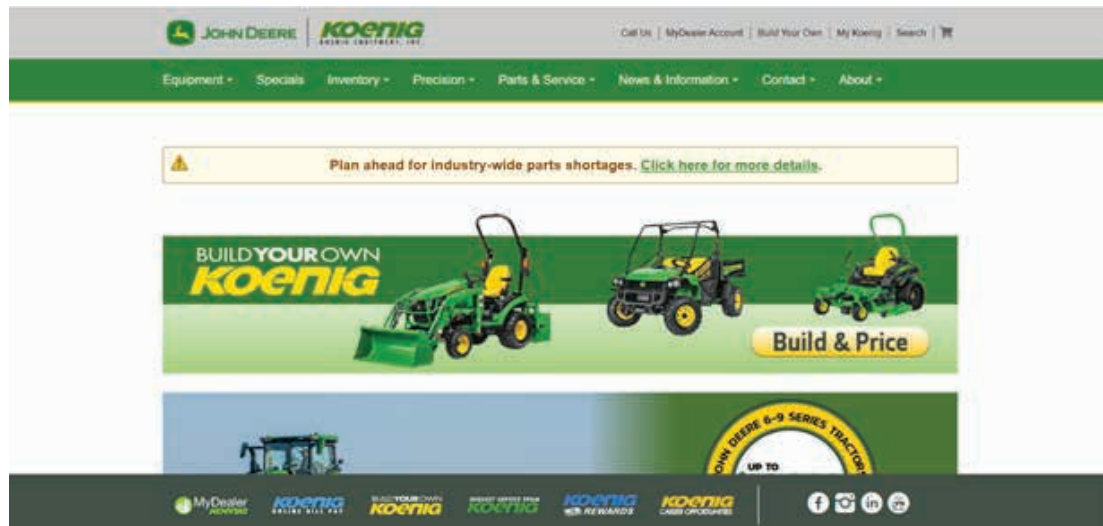
Solutions Offered

Seamless Migration of Complex Drupal 7 Site to Drupal 9

To enhance the overall site experience, our team proposed to migrate their site from Drupal 7 to Drupal 9. A site of such complexity requires a complete rebuild and our Drupal experts recommended it to build on top of Pantheon WebOps Platform. Drupal 9 and Pantheon is a unique combination in the market and despite many felt it is not possible to launch a site with too many functionalities and cron jobs, our team migrated with ease and won appreciation from our partner team at Pantheon.

Drupal 7 to Drupal 9 Migration – in 5 phases:

- **Phase 01** – Core migration, theme development
- **Phase 02** – Commerce migration
- **Phase 03** – Site development, Contributed module migration
- **Phase 04** – Custom module migration, Intranet portal development, Open solr integration, Events/Calendar revamp
- **Phase 05** – Enhanced commerce workflow (cart, checkout, review, payment), payment integration, blogs and news page, cookie consent, social share in product detail page



Implementing Cron Job Functionality to Render Content

To display up-to-date information on John Deere products, our team implemented Cron job functionality to render content directly from the John Deere site thus eliminating the need for manual content authoring and publishing. Although the Cron job function brought several challenges, our team incrementally resolved them and delivered seamless content display. Cron job functionality is also extended to display Koenig News, Industry News, Futures, and Weather Report.

Rebuilt Custom Modules on Drupal 9

Our team rebuilt nearly 40 custom modules that were existing on their Drupal 7 site on Drupal 9. Some of the custom modules includes Koenig Search, Koenig Specials, Koenig Online Billpay, Koenig Locations, Koenig Intranet, and more.

Easy Online Shopping Experience

To make the purchase/reordering experience easier, our team implemented Bill Pay feature in which the customer can organize all their recurring bills in one place and pay them by just entering the amount and account number. The Bill Pay feature is integrated with Authorize.net for safe and secured transactions.

Enhanced Web Experience

To give customers better access to information, we implemented Open Solr Search that provides accurate information on the site with advanced filters. Our UX experts further enhanced display of events in the calendar, blog and news/listing pages and made the experience much more relevant and engaging for end users.

Better User Roles and Permission Management

Our team developed 15 user roles for Koenig employees to access different areas of the site to add or edit content. A customized admin dashboard was developed for exclusive access by the Super Administrator for managing user roles and permissions better and built a dashboard for Store admin to access information on store orders and customers.

Improving Search Engine Results

Parallely our search engine optimization experts conducted an extensive SEO audit and provided a roadmap to improve their search engine ranking page results. From content to architecture, HTML, backlinking and internal linking, our team optimized each area that impacts SEO and helped them witness 50% increase in local organic traffic. We carefully planned Drupal 7 to Drupal 9 migration process to ensure the search rankings didn't get impacted post-launch in fact, we are seeing improved rankings after migrating to Drupal 9.

New Features Enabled



Intranet Menu
Access



User Dashboard
Permission



Content Creation
Permission for
specific users



Custom Functionality
(Drupal admin menu, John
Deer update, Equipment
feed monitoring, Intranet
Product Display)

Rebuilt Custom Modules on Drupal 9

- ✓ Slider Menu
- ✓ Product Listing
- ✓ Sticky Footer
- ✓ Printer Friendly
- ✓ Google Map Integration
- ✓ Newsletter signup and forms
- ✓ Search with Filter
- ✓ Career – Iframe integration (paycor)
- ✓ E-commerce
- ✓ Event calendar

Value Delivered with Drupal 9 Migration

Quick Migration

New site was launched following the Agile process

200%

Increase in new users

146%

Increase in sessions

3sec

Avg. page load time reduced from 5.8 second earlier

1sec

Server response reduced to 2.1 second

300%

Increase in desktop users

200%

Increase in mobile users

40%

YoY increase in conversions through location pages

“

“At Koenig Equipment we have been on Drupal for many years and have a complex site with several customizations. It was important for us to find a Drupal partner that would allow us to maintain the functionality of our existing site and upgrade us to take advantage of the functionality and security improvements available in Drupal 9. Ameex delivered. Their team took on the task and remained on schedule even when unexpected challenges were uncovered. The communication with the team was great and included regular updates on the progress of the project. I would recommend Ameex to handle anyone’s Drupal project.”

Aric Koenig, IT Director, Koenig Equipment