

Think Rice Created Engaging, Industry-Focused Content with Progress Sitefinity, Resulting in a 67% Rise in Page Views

AT A GLANCE



THINK RICE
U.S.-GROWN

USA Rice delivers both industry-focused and community-facing digital experiences powered by Progress® Sitefinity®. As the voice of the entire industry, USA Rice set out to bring its consumer-centric microsite in line with its main association website. Built on Sitefinity, Think Rice is a modern looking, content-driven, search-optimized, and high-performing website providing stellar experiences to both contributing content editors and end users.

COMPANY

Think Rice (USA Rice)

INDUSTRY

Associations & Non-Profit

PRODUCT

Progress Sitefinity

COUNTRY

United States

Challenge

USA Rice was eager to expand and support its promotional efforts to raise awareness and use of U.S. rice through its Think Rice microsite. However, the at-the-time CMS could no longer support the needs and wants of the organization, warranting an upgrade.

“One of my favorite parts of the site is our new recipe search, which was a completely customized tool. When users come to this search, they can start with a keyword and it will not only search the recipe title, but it will also search the body of the recipe. It’s incredibly helpful when users are searching for the website by ingredient.”

Katie Maher

Director, Domestic Promotion Programs,
USA Rice Federation

Solution



Leverage Progress Sitefinity to utilize more consumer-focused features on the microsite.



Integrate Solr search integration, enabling users to look for specific content such as recipes.



Develop new management and content curation capabilities.

Results



Over 400 rice recipes can be searched through specific criteria, including meal, cuisine, lifestyle and rice type.



A 50% increase in unique users visited the website after upgrading the digital experience for web and mobile platforms.



Web traffic jumped up by 43% as latest content was optimized for SEO, such as newly published articles on its The Scoop blog.



Tap into Progress Sitefinity's content management capabilities to build engaging, content-driven digital experiences.