

Case Study

Football West

Multiple websites and SEO management

computingaustralia.com.au

FOOTBALL WEST



The Computing Australia Group

Content

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About Computing Australia

The Computing Australia Group was founded over 20 years ago, primarily delivering onsite IT services to Perth businesses. Fast forward to 2024 and we are one of Australia's largest Managed IT Service providers, with clients throughout Australia and the Asia Pacific Region.

CAG is made up of several teams that can provide a COMPLETE solution to your business – IT Management and Development, Rebranding, SEO, Hosting, App creation, AdWords – you name it and we'll get it done.

At CAG, Service Excellence is not a static milestone to be achieved. It is a journey that we undertake every day to invent ways to serve our clients better. It is a philosophy that permeates everything – from our processes to our people. That is why the CAG approach to service and development is exhaustive.

We invest heavily in understanding your business, products and services. Our teams will ensure your requirements are met and completed within the budget and time frame. We know how to make YOUR business succeed.

An Invitation

I invite you to experience The Computing Australia Group difference. As the Business Manager for CAG, I can help you get the right solutions to match your business objectives, at the right price.

In this case study brochure, you will learn a little about just some of the services we provide to our clients and get an overview on a key project that our team worked on. We are particularly proud of our achievements in working with Football West – the peak body for Football (Soccer) in Western Australia. Over the course of the past few years, our business has provided IT, Consulting and Web services to Football West.

In this case study, we will cover the massive project of reforming Football West's web presence.

If you are interested in working with us, I would welcome an opportunity to meet you and discuss what CAG can do for your business.

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FOOTBALL
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FOOTBALL
FOOTBALL

FOOTBALL WEST

Over 200k web views a month

Over 27k followers

Over 7k followers

Over 8k subscribers

Over 5k followers

Over 11k followers

230K

A TRULY GLOBAL SPORT

Football is Australia's highest participated team sport with 230,000 active participants in Western Australia. There are over 65,000 registered players and over 250 football clubs in WA.

THE BRIEF



Football West engaged The Computing Australia Group to manage a major overhaul of their web presence. They had a single dated WordPress website that had literally thousands of old articles, with no SEO optimisation.

The site had many issues, too many to list here! We were tasked to migrate their primary site into a new Drupal site in cooperation with Football Australia, who was working across Australia to get all of the peak football bodies into a single web framework. This would allow consistency of experience across all states and organisations.

Fast Forward Two Years

Over the course of two years, we were able to completely transform Football West's web presence.

We completely migrated all content across from the old WordPress site into the new enterprise Drupal platform. In addition to this, we undertook extensive works ensuring their primary site was 100% compliant with all technical SEO standards. To view the Drupal site, please click here: https://www.footballwest.com.au/

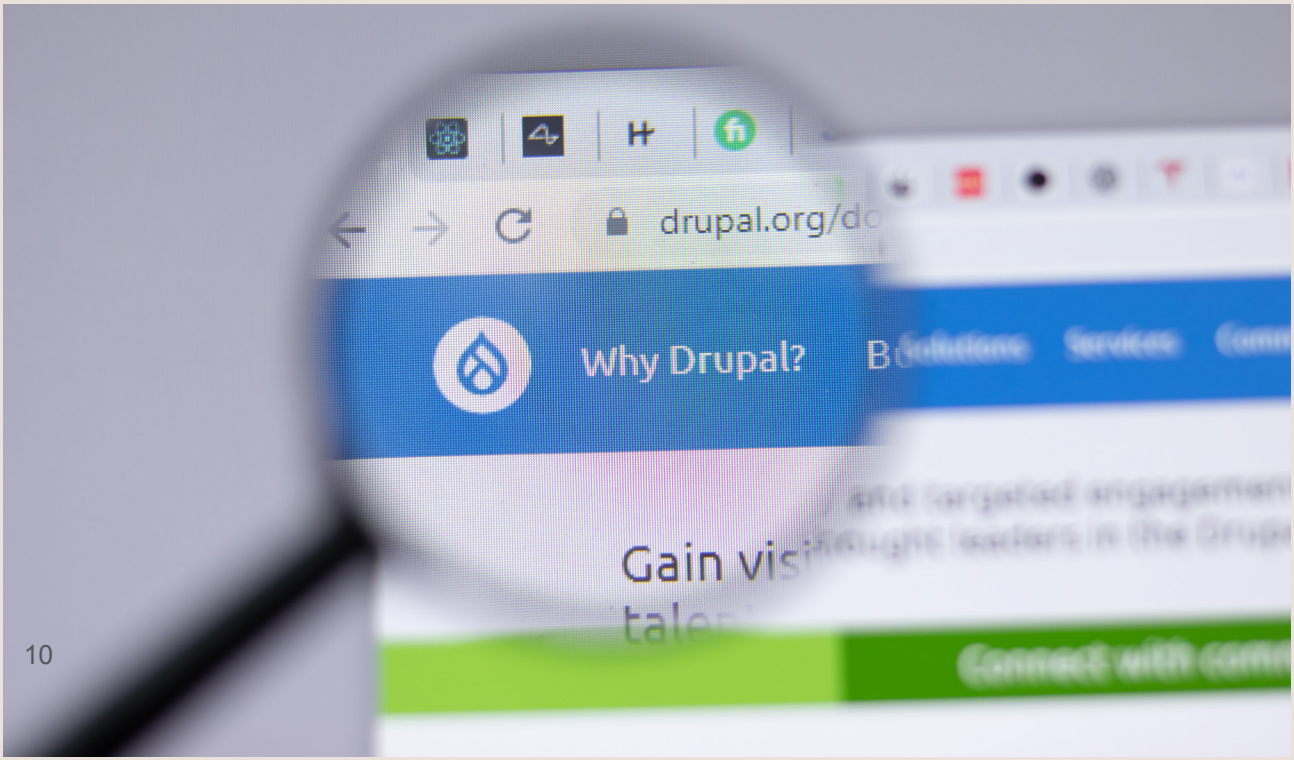
In addition, we collaborated with Football West on a new initiative known as Kick It Football. This is a grass roots footballing initiative to put football lovers / players in touch with the many community opportunities to play football. This ranged from Street Football to Corporate Football and also assisting schools to participate in the many programs offered. To visit the Kick It site, click here: https://kickitfootball.com.au/

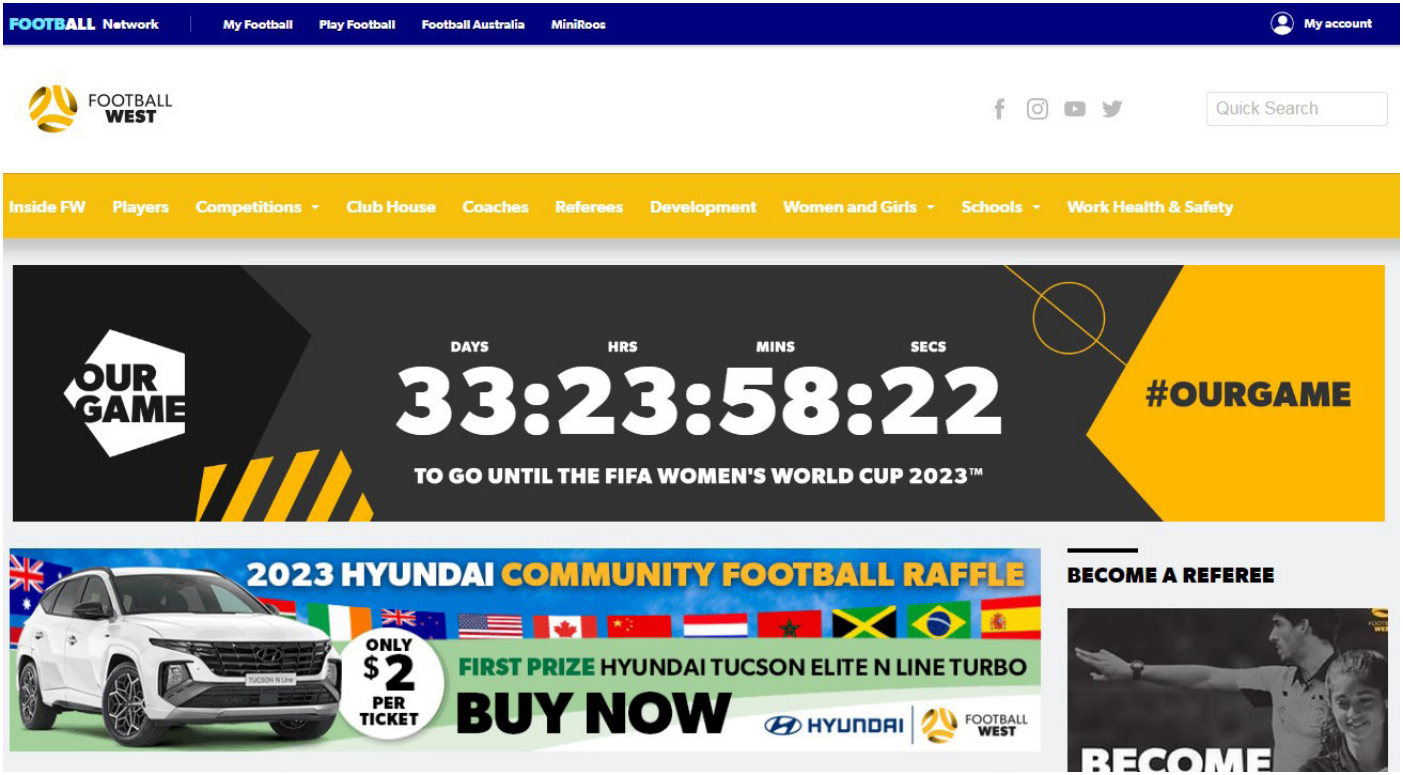
Football West processes many thousands of form entries per year, and they needed an easy to manage sub-site to quickly create and disseminate the hundreds of forms they make use of. This requirement manifested itself into the https://forms.footballwest.com.au/ website.

Another exciting project we collaborated on was https://switchonsport.com.au/ - the burgeoning e-sports market created a desire to take football off the pitch and into the virtual world. We hand coded a solution to facilitate e-sports tournaments. This site attracts many thousands of players and views per week.

We also worked across other projects with Football West including a custom CRM and the Football Futures Foundation project - https://footballfutures.org.au/ With millions of visitors per year, the stable of Football West websites attracts amongst the highest number of visitors per year in Australia.

The Drupal content management system (CMS) enables organizations to build and manage ambitious digital experiences. It's a powerful tool for easy content authoring, reliable performance, and excellent security.





Migration to Drupal

The Drupal content management system (CMS) enables organizations to build and manage ambitious digital experiences. It's a powerful tool for easy content authoring, reliable performance, and excellent security.

Our team reviewed and processed many thousands of posts, pages and content to help bring Football West from an outdated website to an enterprise platform that benefits all users.



Kick IT Football

Football West launched the Kick It. Football platform to offer different social aspects of football to align with the current traditional formats in Western Australia.

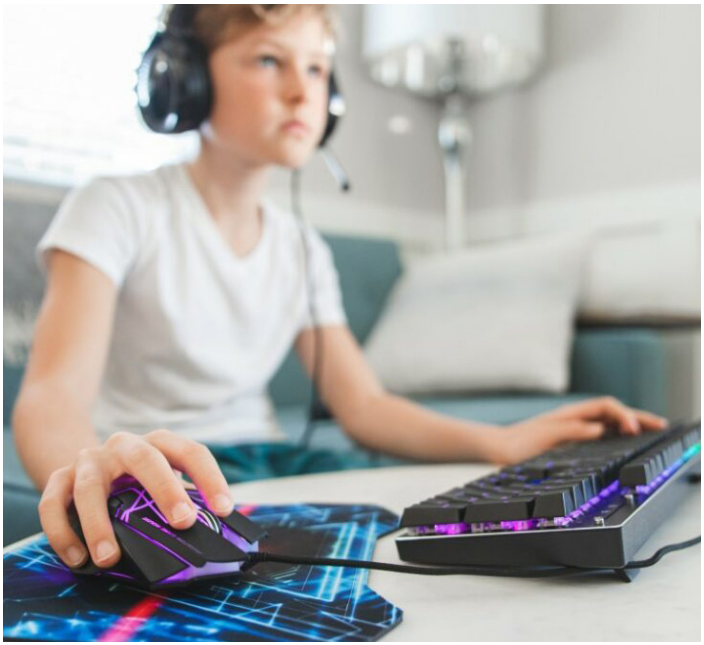
With programs being very customisable for each location and program, Kick It. Football was created to meet the demand of the football participants.

Focusing on fun, fast paced social fixtures, the Kick It. platform is perfect to understand football game play in a pressure free environment for new to the game participants, as well as improving skills for current players to improve their abilities in the traditional formats.

The Computing Australia Group helped with all aspects of the site including design, content development and marketing. Visit the site here: https://kickitfootball.com.au/




SHARE





Switch On Sport

Switch On Sport is an eSports platform conceived by Football West and developed by The Computing Australia Group.

The site allows players from all over the world to join virtual eSports football tournaments.

Our programming team took the original beta product and completely recoded the platform from the ground up.

It is a visionary product for an organisation known more for involvement in the physical game of football and would allow them to enter the virtual world and facilitate more people to get involved in football.

Custom CRM Solution

The Football West intranet / CRM serves as an internal helpdesk for managing referee disputes and local clubs or other organisations' requests, while also functioning as a comprehensive CRM system that stores demographics of the clubs, players, and other organisations.

The software incorporates various features, such as the ability to import/export contacts, send bulk emails to tagged groups or all contacts, manage tasks, tickets, and generate reports/dashboards. With many thousands of calls received each month, this is a good robust solution for managing the many calls and relationships for Football West.






CRM
CUSTOMER RELATIONSHIP MANAGEMENT
Business Graph



The Computing Australia Group offers a full in-house development team comprising design, content development, coding, SEO and hosting solutions.

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