Our Mission: To re-platform the Revlon site on SXA to improve SEO and Google Page Insights score, add commerce and to prepare for global rollout in twelve countries.
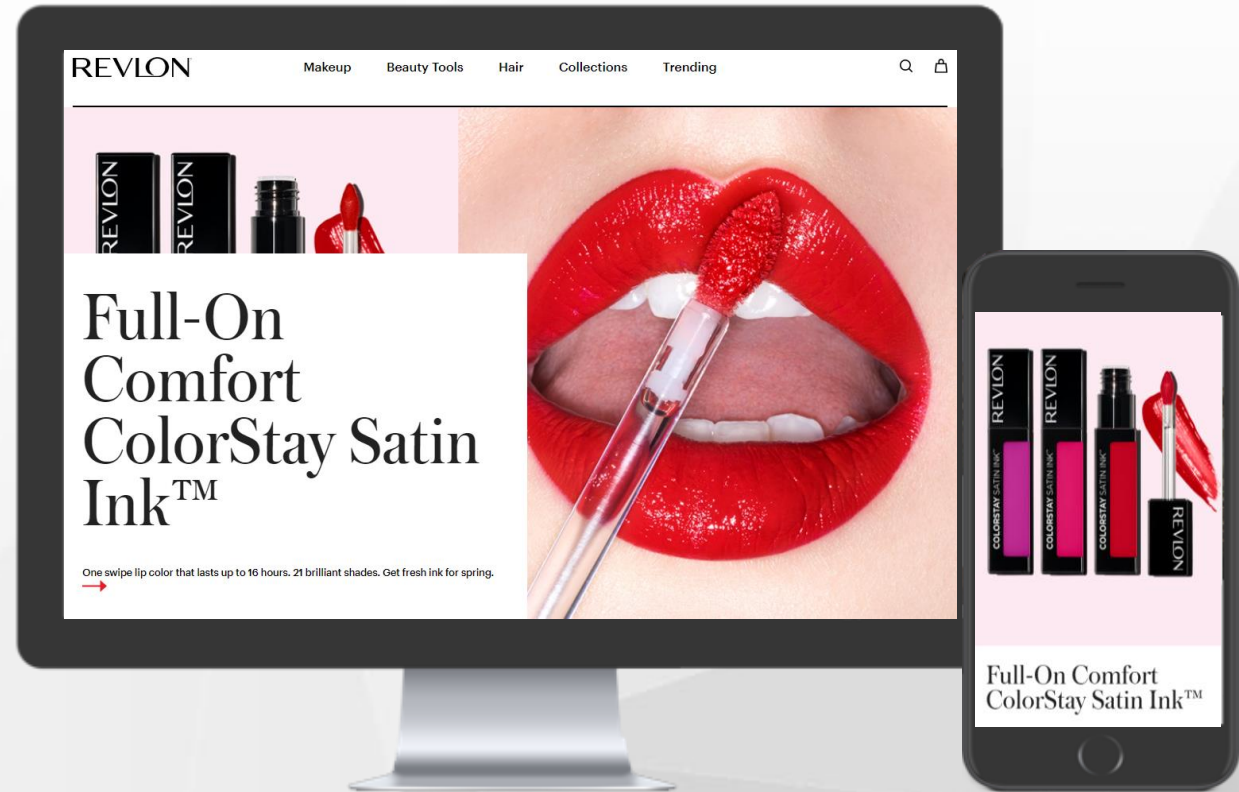
About the Engagement:

Revlon's previous site was built on Sitecore as a single-page application which struggled with performance issues. An important goal for the new site was to improve performance in order to meet Revlon's SEO requirements and localization needs.

Key Outcomes:

- Improvement in SEO
- Google Page Insights Score
- Add multi-retailer commerce
- SXA
- Readiness for global rollout

Revlon is a long-standing color authority and beauty trendsetter in the world of color cosmetics.

Project highlights

- Map existing styles to standardized SXA components
- Support for 6 unique page types
- Refactor Gulp and Unicorn to improve build times and decrease deployment risks
- Conversion to Sitecore Forms with custom submit action to integrate with CRM
- Scripted content migration

- Product catalog export/import script for many hundreds of products
- Improved regional content localization
- Shoppable multi-retailer checkout
- BazaarVoice reviews and questions integration
- Optimize for Mobile