FELLOWSHIP

CSO MARINE GROUP

TRANSFORMING CSO MARINE'S ONLINE PRESENCE

Sector: Marine / Renewables **Employees:** 50 - 100 **Client Contact:** Marketing Agency / Board of Directors

The CSO Marine Group provides integrated strategic solutions for the marine renewables and offshore energy industries. The Group operates worldwide providing a range of commercial, operational, personnel and technical services.

NTEGRATED
STRATEGIC
OLUTIONS
VESSEL
CHARTERING
MANNING &
SPECIALIST PROJECT
PROVISIONING
RMD
NAVAL
ARCHITECTURE

THE OBJECTIVE

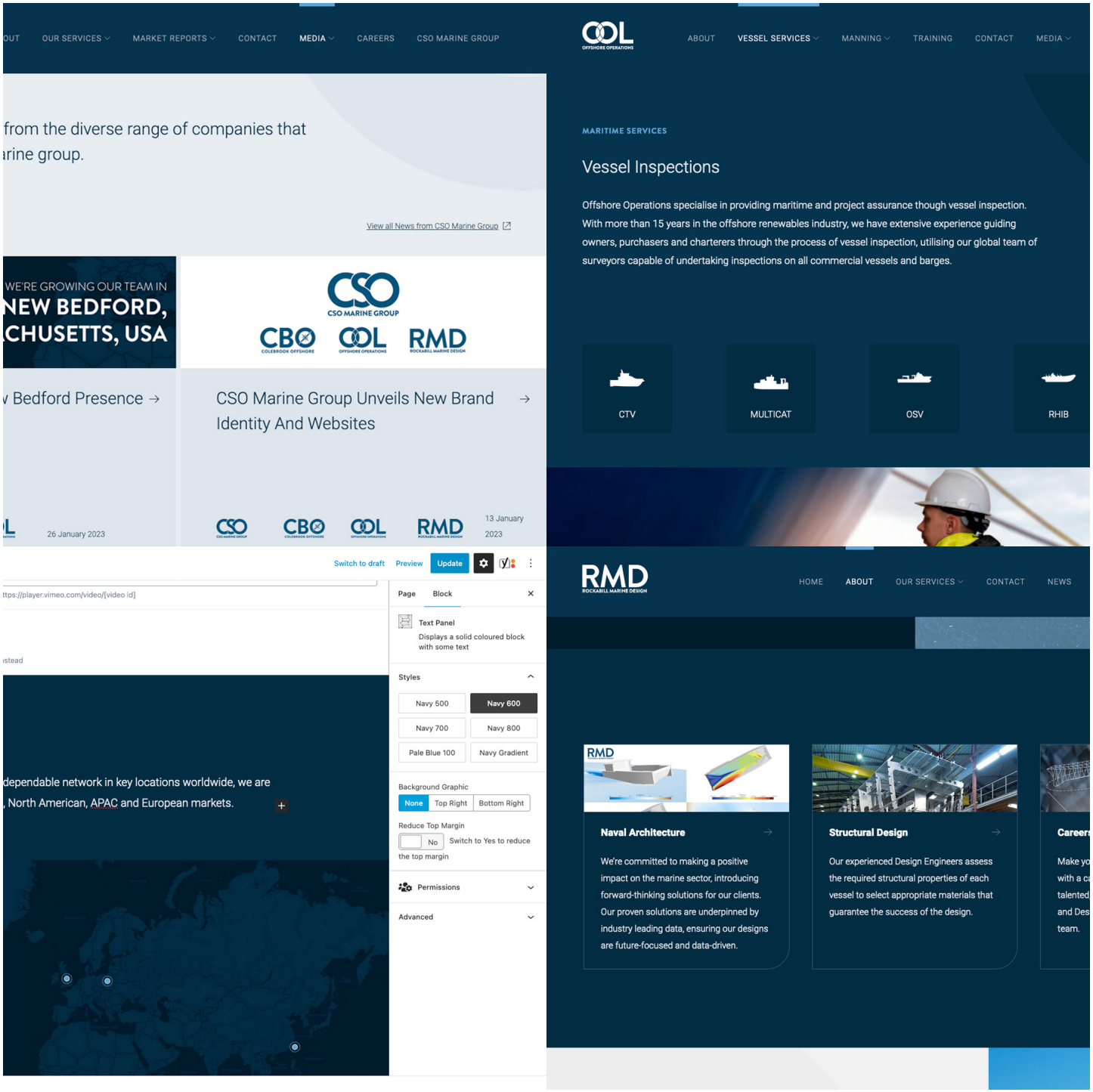
To bring the Group's four company websites together, with consistent branding and design. And to do so cost effectively and efficiently.

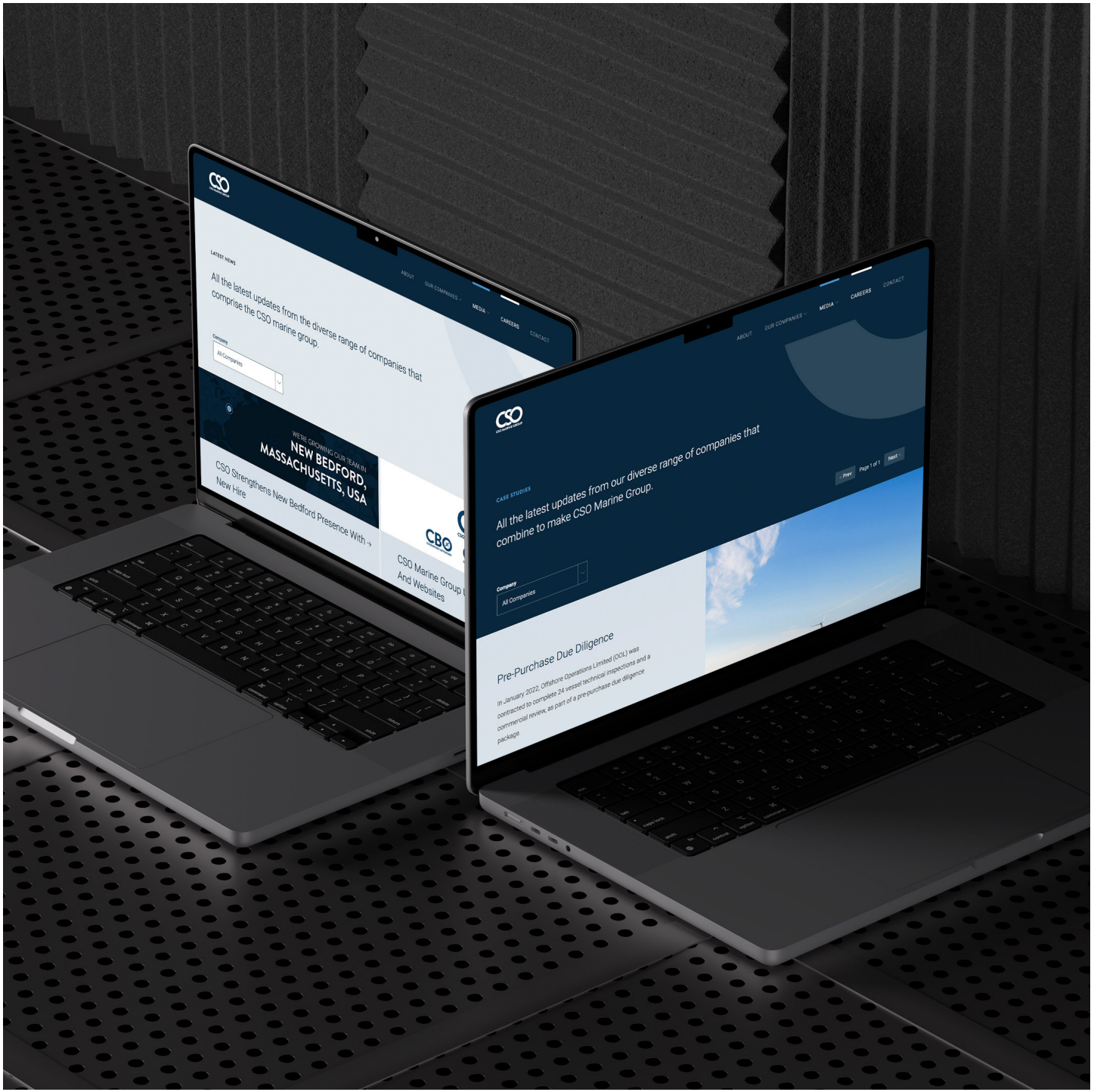
OUR SOLUTION

To create a WordPress multisite for the Group that shares front end assets and design elements across all company subsites. Each subsite can be customised as needed and be made to look slightly different, while retaining brand coherence.

Multisite benefits:

- Content on any one site can be fed through to the others.
- Updating and maintaining content is easier, quicker and cheaper.
- Elements of the brand can be customised on each site, while retaining overall consistency.
- Designed to be easily expanded and customised, making it future proof.





Intelligent data architecture and management

We created several data models/sections within the CSO Marine Group multisite such as Careers, News, and Case Studies. These are designed and built to maximise efficiency for the client's admin team.

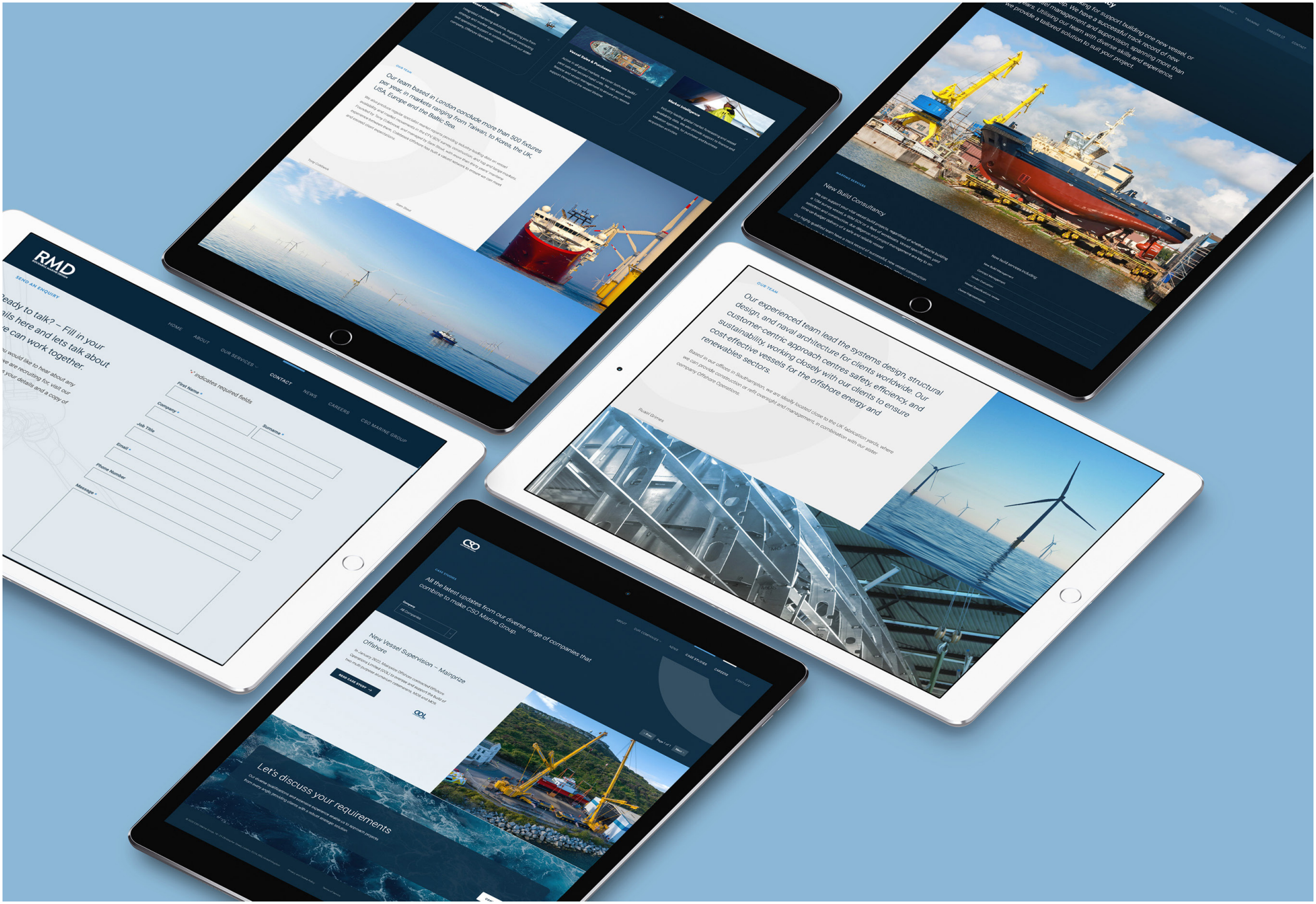
Rather than editing content in several locations, our solution means content is created once on the main CSO Marine Group site. Then it is automatically displayed on the other sites as required.

Creating a protected portal

The Colebrook Offshore website has a protected Market Reports Portal. This is only accessible to subscribers, using a login.
The site's admin team receive an alert when new access requests are made. Their status remains pending until admins have reviewed and approved their application. A custom user interface means the admin team can easily customise Content Access Levels for individual subscribers.

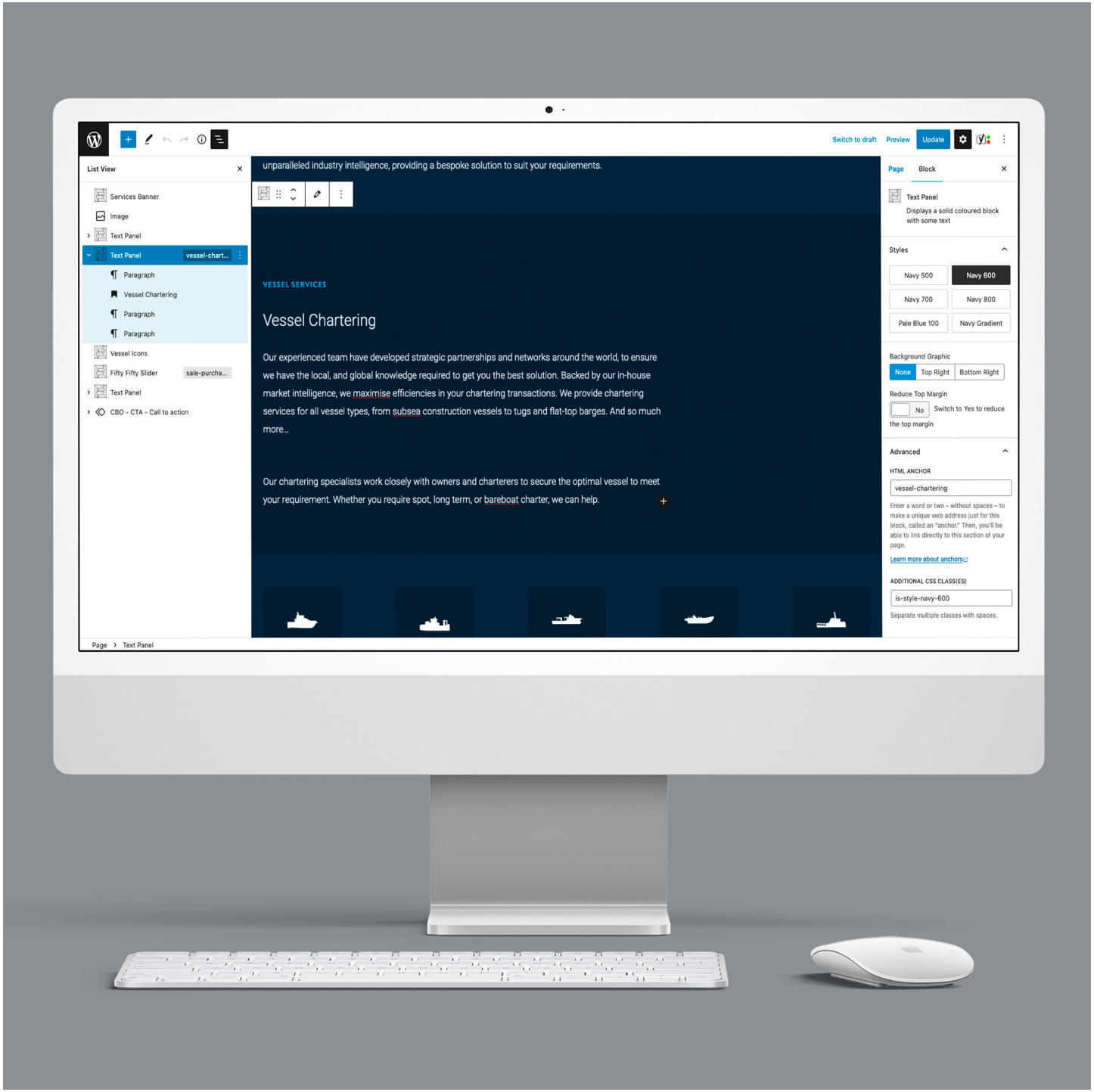
Careers

With the same multisite functionality as the news and case studies, the careers section allows you to look at an archive of jobs related to each site. From there you can click into one to see the details and fill out a form to apply for the vacancy.


RMD
SEND AN ENQUIRY
HOME
ABOUT
OUR SERVICES
CONTACT
NEWS
CAREERS
CSO MARINE GROUP
Ready to talk? – Fill in your
ails here and lets talk about
e can work together.
indicates required fields
First Name
Company
Surname
Job Title
Email
Phone Number
Message
OUR TEAM
Our experienced team lead the systems design, structural
design, and naval architecture for clients worldwide. Our
customer-centric approach centres safety, efficiency, and
sustainability, working closely with our clients to ensure
cost-effective vessels for the offshore energy and
renewables sectors.
Based in our offices in Southampton, we are ideally located close to the UK fabrication yards, where
we can provide construction or refit oversight and management, in combination with our sister
company Offshore Operations.
Ruairi Grimes
CASE STUDIES
All the latest updates from our diverse range of companies that
combine to make CSO Marine Group.
New Vessel Supervision – Mainprize
Offshore
READ CASE STUDY
Let's discuss your requirements

Gutenberg

The Group takes full advantage of Wordpress Gutenberg and ACF blocks allows for more but controlled customisation on various text blocks, colours and layouts. The block editor allows you to see what your page would look like on the frontend before publishing.



THE RESULT

We've integrated four separate company websites into one WordPress multisite. The new site ensures consistent branding, plus easy updating and maintenance. All of which saves the CSO team time, money and hassle.

View the website here.

WEBSITE FEATURES

- Seamless multisite functionality
- Intelligent data architecture and management
- Protected portal
- Careers application area
- Consistent branding between sites
- Multisite news and case studies

" *The Fellowship team have done a fantastic job of transforming our company websites, by integrating them within a WordPress multisite. As part of our wider CSO Marine Group brand refresh project, we knew a cohesive suite of WordPress sites would be a key aspect of achieving our overall vision for the Group's brand and identity. The multisite solution gives us brand consistency and saves us time and effort. It's been a game changer."*

JAYE DRY

Director,
Conversion Communications - The Renewable Energey & Maritime Marketing Agency

FELLOWSHIP

LET'S WORK TOGETHER

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fellowship.agency

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BUILDING BRILLIANT BRANDS AND WEBSITES

WINNER
uk Dev Awards
2023

Dev Agency of the Year
(medium size)