



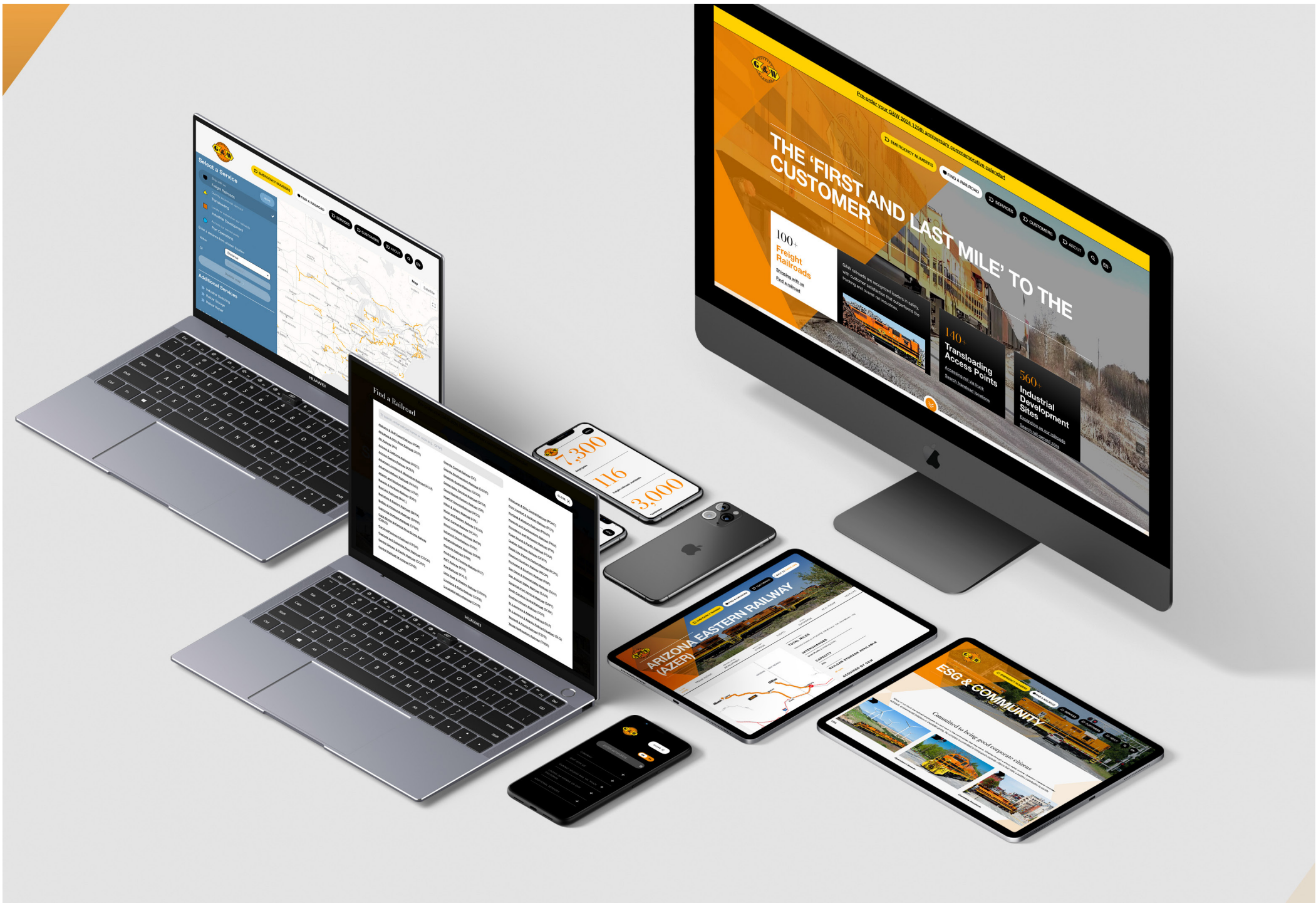
FELLOWSHIP



116 SITE MULTISITE FOR GENESEE & WYOMING USA

Sector: Logistics **Employees:** 7,300 **Client Contact:** Vice President of Communications

Some years ago Fellowship built websites for Freightliner and Pentalver. When Genesee & Wyoming (G&W) acquired both companies, we rebuilt and rebranded these sites, within a WordPress Multisite. Subsequently, G&W USA commissioned us to build a multisite promoting their business and their 116 short-haul railroads.



THE OBJECTIVE

To demonstrate the scale of G&W's operation, including route maps and detailed supporting information for each of the 116 railroads in their network.



GENESEE & WYOMING INC. (G&W)

*Unique in the freight
transportation industry*

7,300

Employees

116

Freight railroads worldwide

3,000

Customers



OUR SOLUTION

As our most ambitious WordPress Multisite to date, this project required comprehensive scoping, design and implementation.

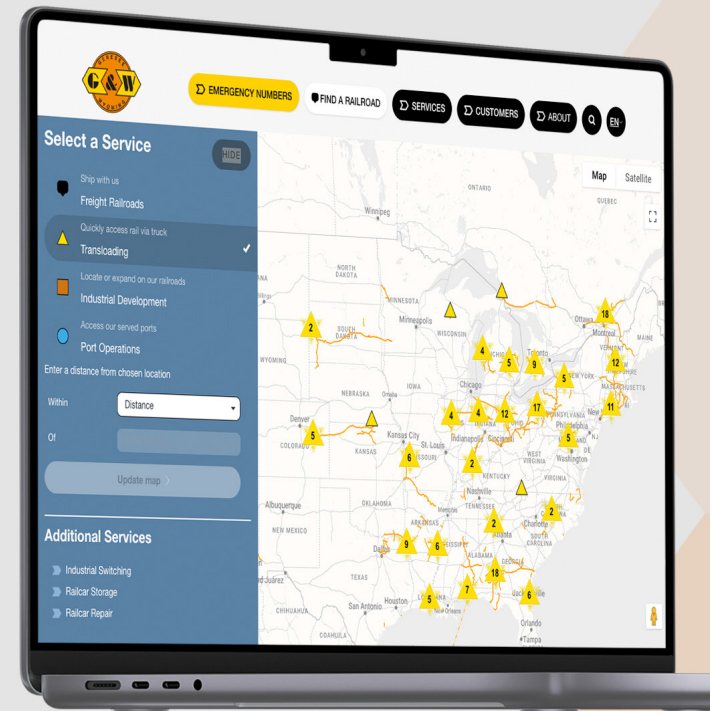
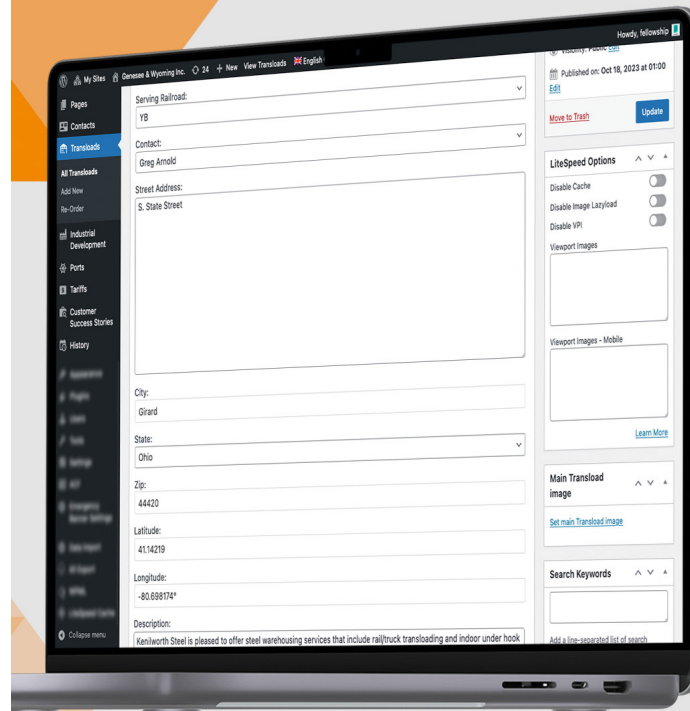
As well as including many of our usual website features, this site required significant data collection and formatting. Plus the ability to add content quickly and effectively across the parent website and all of its subsites.

Data amalgamation

Every railroad route, real estate premises, transload location, staff contact and tariff document needed to be created within the website's database.

Much of this couldn't be migrated from the existing website's CMS, so it had to be 'scraped' from the live web pages, processed and saved to the new database.

We automated this huge and repetitive task with scripts and CMS tools wherever possible.



FIND A TRANSLOAD LOCATION

Select a Service

HIDE

- Ship with us
- Freight Railroads
- Quickly access rail via truck
- Transloading
- Locate or expand on our railroads
- Industrial Development
- Access our served ports
- Port Operations

Enter a distance from chosen location

Within

Of

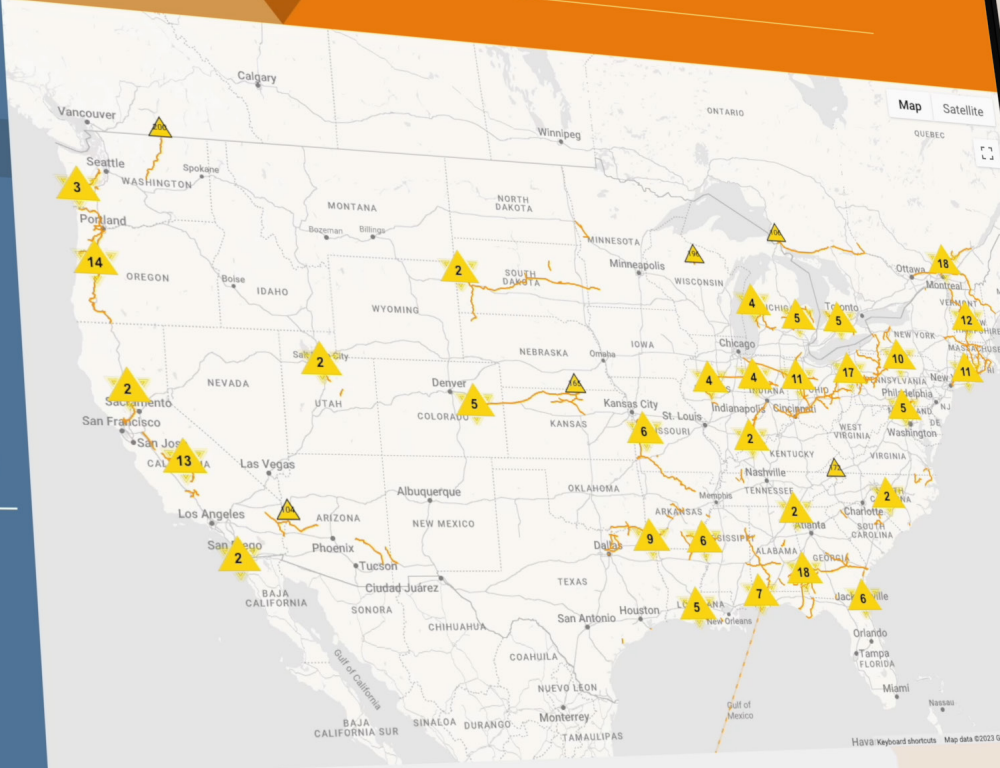
Update map >

Additional Services

- Industrial Switching
- Railcar Storage
- Railcar Repair

Additional Geographies

- UK / Europe



Front-end mapping and UI work

With the data in place we designed and built an interface to help users easily find what they are looking for.

We used latitude, longitude and KML data to plot locations and routes onto a Google map. We then made this fully searchable on the frontend.

To keep load times fast and billing for API usage low, we made calls to third-party APIs (provided by Google) as efficient as possible.

Railroad-specific microsites

We built a microsite for each of G&W's 116 railroads. Each railroad's data can be seen individually, as well as within the context of the full G&W operation.

Each microsite is set up from global defaults, meaning new railroads can be added quickly and easily. Also, each site can also be customised as needed.

We automated operations that need to be applied to multiple sites, e.g. assigning a new user to a site. This avoids the need to repeat a laborious manual operation 116 times!

URL	Last Updated	Registered
<input type="checkbox"/> www.gwrr.com — Main	2023/10/27	2021/02/05
<input type="checkbox"/> www.gwrr.com/default	2023/10/06	2021/02/05
<input type="checkbox"/> www.gwrr.com/alm	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/agr	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/aor	2023/05/22	2021/02/11
<input type="checkbox"/> www.gwrr.com/an	2022/08/05	2021/02/11
<input type="checkbox"/> www.gwrr.com/arzc	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/azer	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/akmd	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/atw	2022/12/01	2021/02/11
<input type="checkbox"/> www.gwrr.com/bxn	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/bayl	2022/08/05	2021/02/11
<input type="checkbox"/> www.gwrr.com/bpr	2023/06/28	2021/02/11
<input type="checkbox"/> www.gwrr.com/cfnr	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/cbns	2023/02/06	2021/02/11
<input type="checkbox"/> www.gwrr.com/cscd	2023/09/19	2021/02/11
<input type="checkbox"/> www.gwrr.com/cpdr	2022/12/01	2021/02/11
<input type="checkbox"/> www.gwrr.com/cv	2023/09/19	2021/02/11



Translations

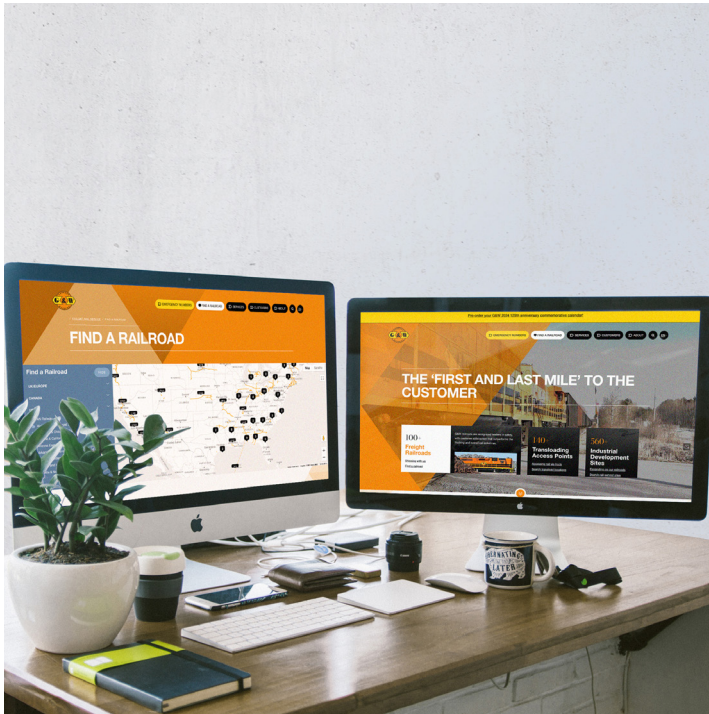
The main gwrr.com site, along with sites for those railroads that cross into Canada, were professionally translated into French Canadian as well as US English.

THE RESULT

A lean and efficient, data fuelled website that clearly demonstrates the huge scale of G&W's operations in the USA. Individual microsites provide in-depth information on every individual railroad within the G&W network.

G&W's customers have also appreciated the reorganisation of their websites into a structure that spotlights each of their primary services and provides a hub for customer use.

View the [website here](#).



WEBSITE FEATURES

116 multisites

Front-end mapping

Interactive railroad map

Translations

Individual customisable microsites

“ Given the structure of our company, our website is inherently complex. Fellowship have been true partners, continuously working with us to simplify the site, visually engage visitors and enhance its overall use as our single most effective marketing tool.”

TOM CIUBA

Vice President, Communications,
Genesee & Wyoming





FELLOWSHIP

LET'S WORK TOGETHER

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fellowship.agency

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**BUILDING BRILLIANT BRANDS
AND WEBSITES**



Dev Agency of the Year
(medium size)

