

Regional Bank Replatforms and Accelerates Growth with Progress Sitefinity CMS

CASE STUDY



INDUSTRY

Banking & Financial Services

PRODUCT

Progress® Sitefinity® CMS
Progress® Sitefinity® Insight

COUNTRY

United States

SUMMARY

Kearny Bank partnered with Spinutech to replatform and redesign its website using Progress Sitefinity CMS. The previous Umbraco platform had become outdated and difficult to manage, limiting usability and SEO performance.

The new Sitefinity-powered experience delivered improved navigation, advanced integrations, personalization capabilities and measurable growth in traffic and organic visibility, positioning the regional bank for continued digital expansion.

Challenge

Kearny Bank, a regional financial institution serving clients across New Jersey and parts of New York, recognized that its digital presence no longer reflected its growth ambitions.

The existing website was built on an outdated version of Umbraco that was no longer supported, creating both operational and strategic limitations.

Navigation challenges made it harder for clients to find relevant information, reducing overall usability. The existing site's design was in need of an update to be more scannable and to enable the Bank to better tell its brand story. Additionally, it was essential to improve upon personalization and modern SEO optimization capabilities — both critical for competing in today's digital-first banking environment.

To support continued growth, Kearny Bank needed a secure, scalable and easy-to-manage content management platform that would:

- Improve user experience and site navigation
- Enhance SEO structure and visibility
- Enable advanced integrations such as branch and ATM locators
- Provide a flexible foundation for personalization and future innovation

The bank required more than a redesign. It needed a modern digital platform capable of supporting long-term growth and measurable performance improvements.

Solution

Spinutech recommended a complete replatform and redesign using Progress Sitefinity CMS. The goal was to provide Kearny Bank with a powerful yet intuitive content management system while elevating the client experience.

The new Sitefinity website features a fully responsive design optimized for desktop, tablet and mobile devices. Navigation was restructured to improve content discovery and

“The site looks incredible, has great functionality, and is a tremendous improvement.”

Matthew Lindenberg,
CMO for Kearny Bank

“Progress Sitefinity provided the flexibility and performance we needed to support measurable digital growth.”

Digital Marketing Team, Kearny Bank

streamline the user journey. More than 300 pages were migrated to the new platform, supporting continuity while enhancing performance and structure.

To strengthen local presence and SEO, Spinutech implemented a branch locator powered by Google Maps API, complete with dedicated, SEO-optimized location pages. An ATM locator integrated with the MoneyPass API further improved convenience for clients.

Dynamic rate tables were introduced, allowing the marketing team to manage financial product rates easily within the CMS while maintaining compliance-ready disclaimers. Structured SEO enhancements—including improved URLs, sitemap optimization and structured data—strengthened the bank’s organic search foundation.

Additionally, integration with Sitefinity Insight introduced improved personalization capabilities, enabling Kearny Bank to tailor digital experiences based on user behavior and engagement patterns.

Results

The impact of the Sitefinity replatform was both immediate and measurable.

Within the first month since launch, Kearny Bank experienced a 23% increase in sessions. Organic performance also saw significant gains, including a 184% increase in organic event rate month-over-month.

Year-over-year improvements further demonstrated the strength of the new foundation. The bank achieved a 194% increase in overall impressions and a 170% increase in non-branded impressions, indicating improved visibility beyond existing brand searches.

Internally, the marketing team now benefits from a CMS that is significantly easier to manage. Content updates are more efficient, dynamic elements are easily controlled and the structured architecture supports continued SEO growth.

The new Sitefinity platform positions Kearny Bank for sustained digital expansion, improved customer engagement and scalable innovation. .

About Kearny Bank

Combining the finest traditions of community banking with the industry’s latest, most effective financial products and services, Kearny Bank provides business and personal clients with the tools for success. Established back in 1884, and now operating from corporate offices in Fairfield, NJ, Kearny Bank’s footprint covers most of New Jersey, along with Brooklyn and Staten Island. Additional information is available at kearnybank.com or by visiting Kearny Bank’s social media channels: [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#) and [YouTube](#).



Drive measurable digital growth with secure, scalable digital experiences from Progress® Sitefinity® CMS.