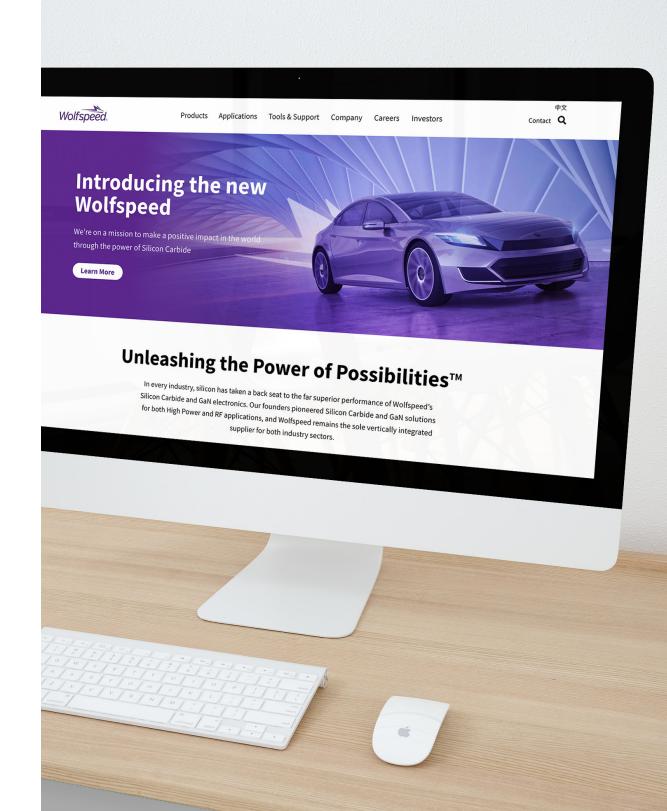
175. Business to Business Website

Wolfspeed Website

RIVERS

Rivers Agency 601 West Rosemary Street, Ste 108 Chapel Hill, NC 27516 919-932-9985 Riversagency.com



The Project

Cree | Wolfspeed's Magento 1 website was nearing end of life and the company was shifting its focus to semiconductors and B2B sales channels only. The company was in the process of changing its name from Cree | Wolfspeed to just Wolfspeed, so an updated site was needed.

For long-term flexibility, WordPress was selected for the CMS, which is familiar to most web managers, and Gatsby was chosen for the front-end for its speed and security. Through a full redesign and implementation of custom WordPress tools, the Wolfspeed team has a site that gives them unprecedented flexibility to create new pages and content while delivering a lightning-quick user experience navigating from page-to-page.



