



## Deus Ex Machina Wordpress Website Development Case Study

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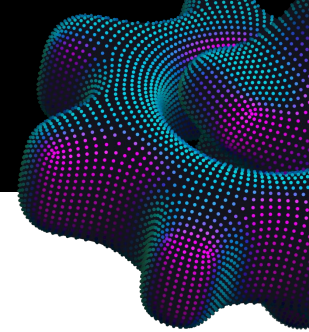
**DISCOVER**





## Case Study

# Deus Ex Machina Wordpress Website Development



This document will introduce you to one of the COG Branding Wordpress Website Development projects as a simple case study.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our website development services.

Read through, enjoy, and get in touch anytime!



Luke Sullivan  
Managing Director  
COG Branding

## 1ST

Eugenio Vezzetti  
OraColo  
Milan/Italy



### BEHIND THE BUILD:

Dnepr mt11 750cc 1986

"Oracolo" (oracle in english) is a dnepr mt11 750cc from 1986. On the original frame we find a Guzzi Ercole Fork, an handmade brass fuel tank, and a seat that was originally an engine support from an honda xi 125. the rear beams is integrated in the back wheel hub. Original as its builder is the name of the bike : Oracolo – oracle- as the bike is intended like a profecy, something ahead of its times, but also, with a wordplay, a feeling of liberation and satisfaction : "ora colo" in Italian means " Now i'm dripping"

[Find all images and comments here](#)

## 2ND

Davide Lorusso  
Ula  
Milano/Italy



### BEHIND THE BUILD:

The bike is a 1991 XR 600, named "Ula".

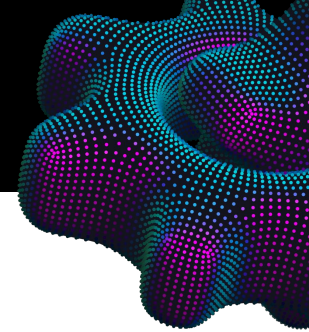
The customization consists in two PVC pipes for the gas tank, fake wood pvc hand made seat, a 2 stroke exhaust system, a beam from a vintage Garelli. Two hand made bags are on the side.

[Find all images and comments here](#)



## Case Study

# What we knew from the start



We knew that Deus Ex Machina needed a trusted professional Australian website development team to design, develop and manage their Bike Build Off Event digital asset.

We also knew that the Deus Ex Machina brand needed a Web Development agency that is affordable, reliable, and understands Shopify, Wordpress and hosting, plus domain account management and optimisation.

Plus, their business wanted a team of digital experts to solve existing legacy issues that continually hampered broader online progress and performance.



Deus Ex Machina engaged COG Branding with a technical website development brief to design the responsive WordPress website for the global Bike Build Off Event.

The Australian brand founded by Dare Jennings - Deus Ex Machina, God From The Machine. Technically defined as a plot device whereby a seemingly unsolvable problem in a story is suddenly and abruptly resolved by an unexpected and unlikely occurrence. Customised motorcycles, apparel food and a culture like no other.

Deus Ex Machina is a brand that extends from apparel through to cafe's.

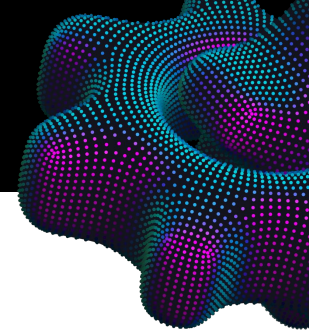
The Bike Build Off Event is a chance for Cafe Racer style motorbike enthusiasts to showcase their skills in the garage and present their own custom built motorbike. Making an impact on a global stage with the Bike Build-Off Event, the Deus Ex Machina brand solidifies its subcultural relevance by directly engaging with the community it represents.





## Case Study

# From the client

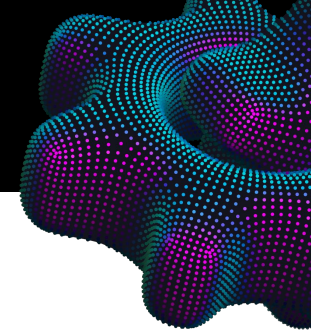


"The team at COG Branding saved our butts. The previous supplier had left a bit of a mess – all seemed doomed.

COG Branding came to us from a referral within our industry. They came highly recommended and we can now simply pass on this exact sentiment to anyone needing a first class web development agency"



Eric Holm  
Head of Global E-commerce & Digital  
Deus Ex Machina



## Wordpress

WordPress is a web content management system. It was originally created as a tool to publish blogs but has evolved to support publishing other web content, including more traditional websites, mailing lists and Internet forum, media galleries, membership sites, learning management systems and online stores. We used Wordpress for the general website and integrated Shopify into the eCommerce function (instead of WooCommerce).

## Shopify

Shopify Inc. is a Canadian multinational e-commerce company headquartered in Ottawa, Ontario. Shopify is the name of its proprietary e-commerce platform for online stores and retail point-of-sale systems. For the Bike Build Off Event there was an eCommerce opportunity to sell virtual tickets, apparel and merchandise.

## LAMP Environment and Hosting

LAMP is an acronym denoting one of the most common solution stacks for many of the web's most popular applications. LAMP stands for Linux, Apache, MySQL, and PHP. Together, they provide a proven set of software for delivering high-performance web applications. For this project we inherited a complex hosting environment from a previous supplier that needed to be optimised and managed.



A login page for Deus Ex Machina. The background is a collage of event posters, including one for "BIKE BUILD OFF" with locations like SYDNEY, TOKYO, MILAN, LA, and BALI, and a large "25" for "NATIONS". The login form is centered and includes fields for "Username or Email" and "Password", a "Remember Me" checkbox, and a "Log In" button. Links for "Register" and "Lost your password?" are at the bottom, along with a link to "Back to BIKE BUILD OFF 2016".

Deus Ex Machina

Supported by COGdigital

Username or Email

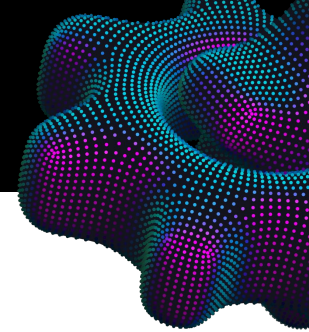
Password

☐ Remember Me [Log In](#)

[Register](#) | [Lost your password?](#)

[← Back to BIKE BUILD OFF 2016](#)



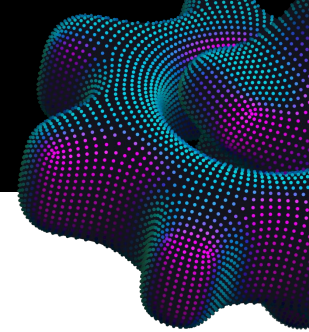


Whether you are starting your first project or have a lot of experience, one thing is for certain nothing that is worth doing is easy, nor is it meant to be.

All projects have challenges and people really rely on COG Branding for our astute and confident project management.

Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **Deliver sophisticated event experience across multiple software platforms**
- **Maintain event legacy nuance**
- **Develop to allow an intuitive and simplified CMS backend for a global client side.**
- **Enable registrations and uploads from global regional users.**



COG Branding takes great pride in its recent collaboration, spearheading the design and development of the WordPress CMS Website for the esteemed Deus Ex Machina brand. With a focus on high-end design, robust user functionality, and the seamless integration of dual technologies, this project stands as a testament to our commitment to excellence.

Deus Ex Machina entrusted COG Branding with a nuanced technical brief, tasking us with the creation of a responsive WordPress website tailored specifically for the global Bike Build Off Event. This undertaking required not only technical prowess but also a keen understanding of the brand's identity and the event's unique requirements.

The Bike Build Off Event serves as a platform for enthusiasts worldwide, attracting hundreds of participants who showcase their craftsmanship by submitting detailed content, including captivating images and comprehensive descriptions of the motorbikes they have meticulously crafted.

In crafting the Deus Ex Machina website, particular emphasis was placed on highlighting the event's global reach, with dedicated sections showcasing key regions such as Sydney, Venice Beach, Los Angeles, Tokyo, Bali, and Milan. Each region's distinct flavor and contribution to the event's rich tapestry were meticulously captured and elegantly presented, ensuring that visitors to the site could immerse themselves fully in the global phenomenon that is the Bike Build Off Event.

Through our collaboration with Deus Ex Machina, COG Branding has once again demonstrated our ability to blend cutting-edge technology with unparalleled creativity, resulting in a digital platform that not only meets but exceeds the expectations of our esteemed client and their discerning audience.

## EVENT LOCATIONS

### SYDNEY

### MILAN

### VENICE

### TOKYO

### BALI

#### BONDI PAVILION, BONDI, NSW AUSTRALIA

As the sun set on the fourth iteration of the Boundless Enthusiasm Bike Build Off presented by BMW Motorrad in Sydney, and we sat down to re-live the day through the terabytes of captured photo and video it quickly became apparent that the event has only gotten better and better throughout the years. The sheer ingenuity, sense of humour, artistry and creativity of the 47 backyard builders that came out to put their specially built creations on display, was an absolute delight for all to see.

#### EVENT INFORMATION

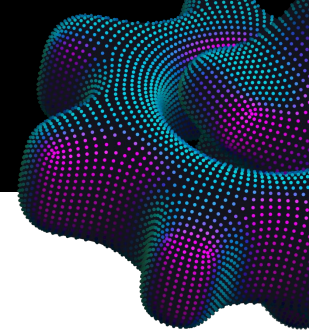
The day began at the Bondi Pavilion with Master of Ceremonies/BMW ambassador Kate Peck and founder of Deus Ex Machina Dare Jennings getting the day started by introducing the panel of esteemed judges, the history and background of the event and the involvement of our Partners in Grime. These being BMW, who also had some of their own loudest and finest on display, the amazing unbreakable range of denim from Saint CC, some of the most interesting creations currently coming out of the MotoRetro workshops and tyres from Metzler Moto. [See all photos here.](#)

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## Case Study

# Solutions summary



Employing a sophisticated blend of high-end design, extensive user functionality, and the integration of dual technologies, COG Digital embarked on a mobile-first approach to cater to the evolving needs of brand advocates and competition entrants alike.

When entrusted with a brief from design powerhouse Deus Ex Machina and Carby Tuckwell, the project's scope demanded heightened attention to user acceptance testing (UAT), necessitating thorough scrutiny across multiple devices and browser environments.

Central to our strategy was a commitment to simplicity, facilitating the seamless display of dynamic content from the global bike builder community, thereby celebrating the collaborative essence of the Bike Build Off event concept. Leveraging both a Shopify eCommerce platform and a WordPress CMS content frontend, our technological framework was meticulously crafted to ensure optimal functionality.

The design of the CMS was meticulously orchestrated to provide a secure avenue for competition entrants to upload their materials, effectively categorizing them based on geographic location. Paramount to this endeavor was the seamless facilitation of content submission for entrants, while concurrently providing judges with intuitive tools for efficient content management, thus facilitating the identification of deserving winners.





**NAME:** Ian Roberts

**BIKE:** 1950s lawn mower parts with 2 stroke engine board tracker

**LOCATION:** Sydney/ Australia

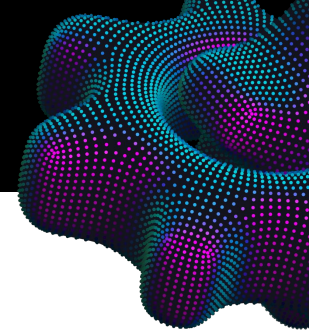
**BEHIND THE BUILD:** Visual antiquity created in the modern era by a





## Case Study

# Results summary



### Go live with Project Success!

The COG Branding solution was a strategic approach to open source and proprietary website development. The responsive and secure WordPress CMS platform delivered a robust solution for an event that could handle the global community registering their entry and uploading their content, enabling the Bike Build Off event to continue being a successful event.

The content itself from the Deus Ex Machina Bike Build Off community is exceptional and unique, driving the challenge for the design to be UX considerate to the forecasted actual content itself, and to achieve user engagement from this community.

- **Load times decreased from 16-20 seconds to 3-4 seconds**
- **Ecommerce conversion rate increased by 60%**
- **Cart-to-checkout rate of progression has more than doubled**
- **Average order value has increased by 13%**
- **Conversion rate from online store search is three times higher**





# Where We've Earned Our Experience



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Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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