Web Content Management System Development
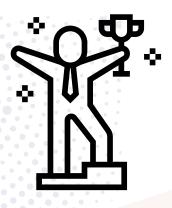
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Client:

The client is a reputed product company headquartered in California, US with operations in North America, Europe, Australia and India.

Business Challenge:

The client had difficulties meeting with content marketing team's requirements for constant blog updates, content creation and editing existing contents. Furthermore, the company had content contributions from India, Australia and Europe and all of these content should be approved by the head of marketing team who was seated in the US. As a result, they needed a solution that will not only remove the requirement of a developer but also ensure easy content collaboration across 3 continents. Additionally, they also wanted an easy dashboard to easily track their content marketing analytics.

Solution Delivered:

 After carefully going through the client's business challenges, requirements and budget we suggested an analytics driven custom content management system with multiple levels of access and rights to easily create, edit, collaborate and track their content marketing activities.

Business Benefits:

Apart from removing the dependency on a developer our PHP based custom Content management system enabled the following benefits:

- ✔ Different contributor (user) accounts with varying access made it easy to get their content checked and approved before publishing.

- ✔ In-depth analytics dashboard made tracking progress and making changes easier than ever before

- ✔ Ability to changes meta data and other SEO factors ended up as a bonus and directly resulted in improving their website Traffic by 153% in just 2 months.

- ✔ Helped them to better track the performance of their contents, and make changes as per user experience demand.

- ✔ By Easing content creation & improving SEO performance it resulted in their overall web sales jump by 44% than before.

Technologies Used:

Wordpress	PHP	MySQL	HTML5	CSS	jQuery	Bootstrap

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