3C Business
People
Technology

CASE STUDY

MEDIA
WEBSITE

MARCH 2016

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DESCRIPTION

A leading media group had been struggling with an outdated online presence. Their website was difficult and time consuming to update and their website support provider was difficult and time consuming to reach.

The media group was looking for a current, interactive media website to position their organization as the leading media company in their region. They wanted to develop a platform that would generate revenue without compromising content or brand integrity as well as to present news and information engaging the user and encouraging their participation through comments.

WHAT WE DID

As with all our software development, we looked at this as more than a technology problem. We identified that the site needed a return on investment strategy and therefore supplemented the technical team with an online revenue specialist. We defined their revenue generation plan before we started developing the website so as to ensure that the site was built to maximize revenue.

We also identified and set up a strategic partnership for the client with an online obituary solution provider. This partnership enabled the client to save significant funds in the website since they no longer had to build their own obituary solution. Their off the shelf, leading edge obituary solution has set them apart from their competition and generated significant revenue.

As with all our software development, we create a completely custom solution to fit our client's specific requirements. We identified Joomla Content Management System as the best platform. In addition

to being a powerful content management system, it also offered comprehensive article and comments workflow management system for authenticating website content.

We recommended and integrated OpenX for advertisement management.

We integrated the website with their internal media system so that the website's content is automatically fetched through XML feeds.

The article management workflow was mapped out by our business analysts prior to commencing the website development to ensure that our client understood how their process would work online.

The website was built in user-managed widgets so that registered users could customize the home page to suit their preferences.

THE WEBSITE

The final site is flexible, easy to update and it generates revenue for the client.

TECHNOLOGIES

Operating system: Linux
Server: Apache
Database: MySQL
Language: PHP
Framework: Joomla

ENHANCEMENTS

Since the site was launched, we have recommended and implemented numerous enhancements to the website to ensure that the client has stayed at the forefront of online media developments. Some of these enhancements have included:

Paywall development
Blog feature
Election coverage feature
Improved business and sports features
Audio & Video Podcasts
Radio feature

CONTACT US

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