

CASE STUDY

the WordPress way



Content Management System



What Would I Fix?

Share Your Ideas With The Network

“ The National Fix and Flip Network is the leading information resource for homebuyers, homeowners, suppliers, and real estate investors. The National Fix & Flip Network is a "one-stop" shop that helps you "do your homework" and buy like the pros ”

About Project

- To developed a website that is SEO optimized
- To design initial customer subscription forms
- Integrating Google maps

Business Challenge

National Fix and Flip Network wanted a website that can accommodate multiple users from multiple locations. A website where content is easily manageable.

JIVA's Solution

We developed a website that is SEO optimized and providing an easily accessible publishing platform. We designed the site to be very extensible, by making it easy to work efficiently with third party plug-ins, tailored to the needs of the client.

We designed the initial customer subscription form as Co-registration form. A Co-registration form allows a customer to register to other sites also by just filling his details once in the client's site. The customer information is shared by the client with other clients, periodically. The periodic transfer of the customer information is scheduled such that the number of records being shared on-fly/CSV format does not exceed per-day limit.

We integrated Google maps to search various categories in the real estate. The search results are displayed along with a shot description of each property available. The customer can easily locate the results on the Google maps.

To attract the attention of the customers, the client wanted videos to be uploaded to the

site. These videos provide useful information to the customers on various topics related to home.

Benefits

To minimize the hassles for the subscribers, we customized the subscription process. We customized to have an option to block user upon subscription termination/cancellation instead of deleting them. Subscribers will get reminder emails on a scheduled date with a reminder to renew the subscription. The discount coupons offered by the client to the customers have been modified as per the client's requirement. The videos in the site are uploaded on the fly, thereby reducing the bandwidth problem on the client's site.

Highlights

- Search engine optimization
- Customer Subscription forms
- Google Maps integration

