

CASE STUDY

Young Money

Content Management System

the WordPress way

JIVA
InfoTech, Inc.
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“ YoungMoney is a leading national money, business and lifestyle magazine written primarily by student journalists.It specifically focuses on money management, entrepreneurship, careers, investing, technology, and travel.”

About Project

- To develop a content management system using wordpress
- To customize wordpress with different features that can help the business

Business Challenge

YoungMoney wanted to take their business to the next level by making it available for its global audience from a limited market space that they used to have.To target the global audience,YoungMoney wanted an application that to be developed with features like custom shopping cart, linking clients' Facebook and twitter accounts to the application, Google custom search, Geo central Ads, Web service enabled games, SEO optimization, Custom Newsletters etc.

JIVA's Solution

We proposed WordPress as a perfect solution for this application. We integrated a lot of tools to the application. To purchase the magazines online, we created a new plug-in and integrated PayPal API with this plug-in. SEO optimization is achieved by allowing Admin to add Meta tags, Meta keywords to each and every post from admin panel.

Benefits

- Web service enabled games to catch users' attention
- Custom Newsletters
- Offers a large selection of plug-ins
- Web 2.0 application
- Interactive information sharing
- Interoperability, user-centered design and collaboration on the World Wide Web features

Highlights

- Large data storage and sharing of data by huge number of people
- Role based access to the data
- Easy storage and retrieval of data
- Reduced repetitive duplicate inputs
- Improved ease of report writing
- Improved communication between users

