ABUV ▶ MEDIA

How a two-people agency started in 2012 grew over a 100 people company in 2016 with continuous, high-end web development support from Multidots

VISIT WEBSITE

⌄

A Short Story About Us!

ABUV Media turned to Multidots to develop and manage WordPress based content management systems for their education business. It develops portals using which students can search courses according to their preferences. Such portals have countless attributes and never ending content to be managed.

Our journey started in 2012 wherein our first task was to help them build and manage an education portal consisting of 50 sub-domains. Our technical team analyzed their existing website to hunt down the issues and provide feasible solutions.

WordPress Multisite Implementation

Reduce Site Maintenance Time

Delivering Optimal User Experience

Optimizing Site Speed for SEO

ABUV Media aimed to complex, information rich websites that would allow its users to do massive searches within seconds. Irrespective of the increase in traffic these websites would have scalable back-end allowing them to function seamlessly across devices. Most importantly, managing them had to be simpler for the team, thus, saving time.

Bottlenecks ABUV Media Faced

Challenges

Content Management
Managing content heavy websites was cumbersome because of too many features. This was eating away their team's productivity.

Lack of Proper Coding
Simple tasks required quite a few hours instead of minutes to be accomplished. In-depth code checks were required.

Managing multiple WordPress Websites
Lack of proper technical environment and database architecture lead to difficulty in site management. This had to be simplified.

Making multiple sites responsive
Given the nature of their business of running multiple information portals, all these had to be made responsive across devices for seamless user experience.

Our Contribution

01

WEB DEVELOPMENT ACCORDING TO BEST PRACTICS AND SEO STANDARDS

We used open source CMS WordPress to implement multiple websites for ABUV Media across industries like Finance and Education. Latest search engine tactics were kept in mind to ensure websites were visible in top search results.

02

RESPONSIVE WEBSITES

Our team made sure the portals offered the best experience across multiple devices and operating systems. Thorough quality checks were implemented for smooth running of the websites irrespective of the screen sizes.
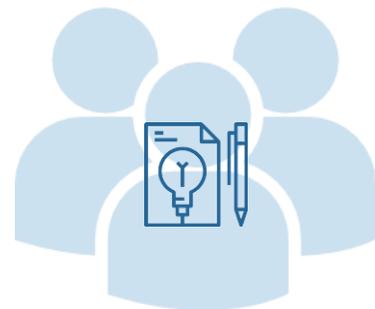
03

SECURING WORDPRESS WEBSITES

WordPress being the most popular tool for building websites is prone to malicious attacks. Our WordPress Developers implemented tight security measures for their websites to protect it from all kinds of fraudulent activities. Rigorous Quality Assurance was undertaken to delivery top quality output.

04

MORE THAN JUST CODING & DEVELOPMENT

Our team worked in complete sync with the ABUV Media team to ensure their business goals were met perfectly. Using Agile Methodology and tools like Basecamp, ABUV Media was provided timely project updates. We even offered them sound business advice as and when the need arises.
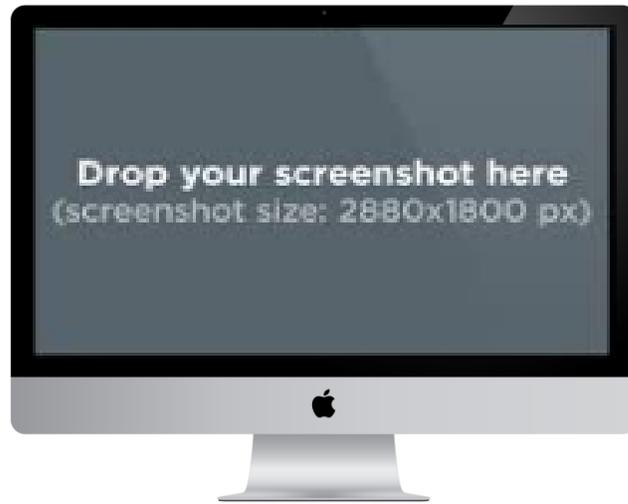
What we did

WordPress Development

Project Management

Responsive Web Design

WordPress Upgrades

Drop your screenshot here
(screenshot size: 2880x1800 px)

WordPress Multisite Consulting

Database Architecture Redesign

Periodic Technical Support

WordPress Plugin Setup

Key Milestones

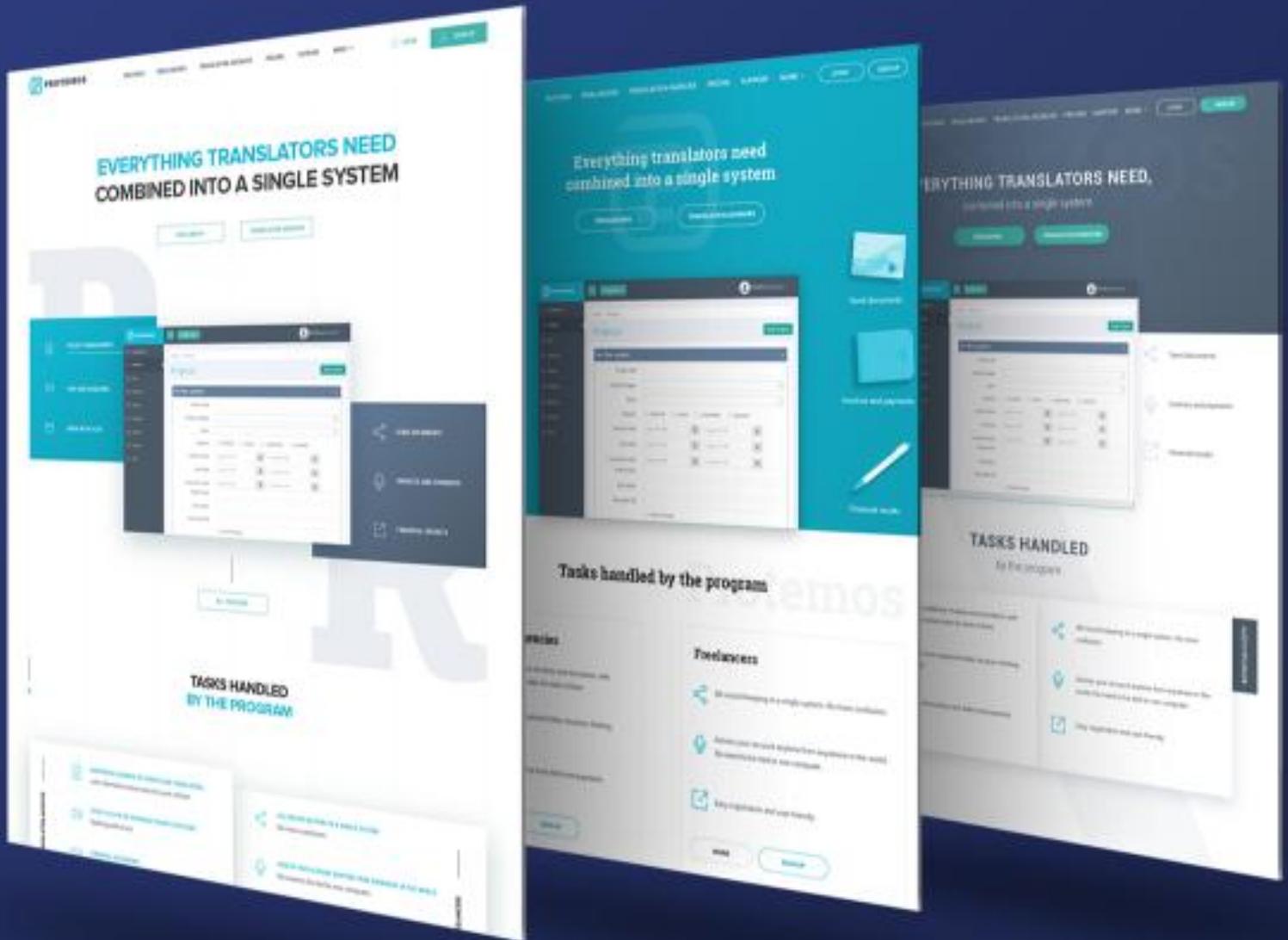The animation illustrates how Protemos looks like in action.

COMBINE ALL YOUR PRO

PROJECT MANAGEMENT

JOBS AND DEADLINES

WORK WITH FILES

INVOICES AND PAYMENTS

FINANCIAL RESULTS

We have created more than 6 concepts of
the main page and chosen the one which
makes the best impression of the website.

Have a project like this?

TALK TO US