

Case Study

Incarexperts.com Website

Website URL: www.incarexperts.com



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The Challenge

Design a website that would appeal to the existing clientele while attracting prospects to find information about the services and new offerings.

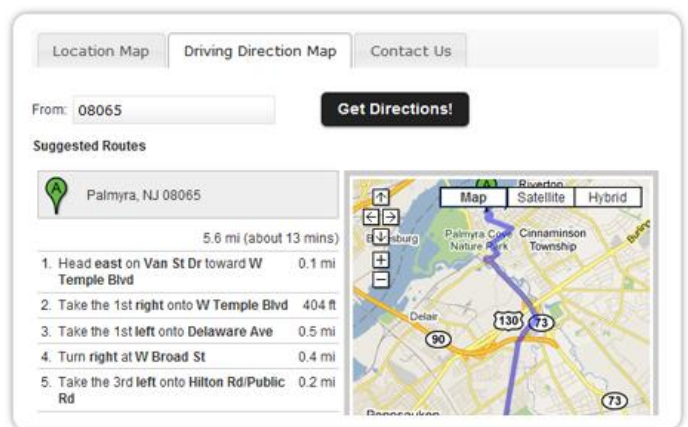
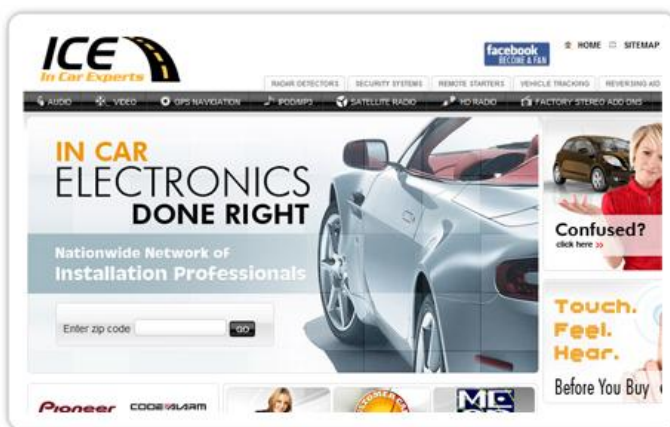
Goals & Objectives

In Car Experts had the following goals and expectations from this website:

- Create a corporate website that visitors will find useful and easy to navigate.
- Showcase the services and the brands company endorses.
- Allow visitors to search for the information (e.g. In Car Experts) and have a way to contact them.
- Track user activities and prepare meaningful reports for the business.
- Be easily able to update the content/information on the website

The Solution

We at VOCSO WEB STUDIO created a bespoke design for Incarexperts.com that looked attractive to the eyes. We designed it in a way that it made it possible to easily access the website information with minimum click from the homepage. Adapted standard top navigation bar and a secondary top navigation bar to complement the additional information.



The website is backed by our proprietary Content Management System that allows easy manipulation of contents, upload banners, publish news/specials, add expert records and make them available and searchable in front end using zip code.

We used Google Map's API to let users be able to locate experts on the map and find driving directions.

One of the nice features our content management system has is the ability to manage the menu items in top or bottom navigation.

The back end content management system has report modules that give complete insights on the user activities on the website.

Technologies

Development Platform: Linux with Apache Web Server

Programming Language: PHP 5.1, Javascript/AJAX, HTML, CSS 2.0

Database System: MySQL 5.0

Frameworks: CMSRemixx (VOCSO's proprietary CMS), jQuery

Third Party: Google Map's API

Result

Our client loves the website. The website has given them a good exposure and helped get several new business assignments. Currently, Incarexperts.com receives more than 5000 prospect emails every day from the 3rd month of its launch. It's generating good revenue for them which allows them to continue with future revenue building projects through VOCSO.

We would like to thank you for your interest in our services. We look forward to talking with you.

VOCSO Web Studio