



Compvue's Global High Tech Industry Practice

A UK based international graduate school continues to deliver exceptional results because of Compvue's Web 2.0 excellence

Business Challenge

This UK based international graduate school was established with an aim to reach out to many more students so that they can finish their graduate studies. However, the school was unable to reach a wide audience due to lack of visibility and search optimization of their websites. The client also used manual application forms to process new admissions to the school which made the process more time-consuming, inefficient and expensive.

The idea was to create an attractive website with user-friendly interface and navigation. The customer desired to have an improved search capabilities and seamless navigation for students; when they enrolled to various courses. Moreover, online application automation was to be incorporated to the website that would allow an easy filling of application forms. Aggressive Search Engine Optimization was required to attract more traffic and get higher rankings on major search engines.

How Compvue Helped

The customer chose Compvue due to our cost-effectiveness as well as our expertise in SEO & Web 2.0. We developed a quality website with a rich user-interface designed using Flash and Drupal. This resulted in an attractive website with easy navigation and user-friendly features. Technologies like PHP and MySQL was used to build online application forms which allowed easy and error-free filing of application forms. Advanced search capabilities enabled visitors to find exactly what they were looking for on the website. Aggressive yet White Hat SEO techniques ensured that website always listed in top few search engine rankings.

Technology Used

Compvue used the following technologies in order to deliver the desired solution to the customer:

- PHP
- MySQL
- Linux
- Apache
- Drupal CMS
- Flash
- AJAX
- Dreamweaver
- Fireworks

Trusted Services Partner

Prior to availing Compvue's Web2.0 services, the customer was facing the following challenges:

- Unable to reach wider audience
- Manual application forms
- Challenges in selecting courses

Compvue was able to help the customer by providing this solution:

- Rich User Interface using Flash
- Online Application Forms
- Advanced Search
- High visibility for the website

The Web 2.0 solution developed by Compvue resulted in following value proposition for our client:

- More Traffic on the Website /Higher Admissions
- Easy flow and navigation for website visitors and students
- Linked with related networks
- Increased ROI

About Compvue

Compvue Inc. is a California Corporation with focus on Information Technology Consulting and Business Process Outsourcing. Compvue has two fully owned subsidiaries overseas, Compvue Philippines Inc which specializes in business process outsourcing in U.S healthcare sector and Compvue India Private Limited that focuses on information technology consulting and back-office business process outsourcing with two already established centers in Chennai and Nagercoil.

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