



WordPress – Website Design & Development

Case Study

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A privately held software solutions company from the US was looking for an ideal web development service provider in Bangalore to develop a website to suit their specific requirements. The company provides value-added solutions and services such as a professional services, staff augmentation, and global delivery & global outsourcing services to different companies and government agencies. The client, Ace Software, differentiates itself from its competitors by striving to understand the clients business and culture. The team at Ace has a deep understanding of several industries, providing an added advantage.

Challenges

www.acesoftwarellc.com wanted DART to design and develop their website including logo to give them a distinct edge in the market. The client wanted the website to be created using CMS platform where the client gets the convenience of handling site contents without much difficulties. The client was very particular that logo should reflect the image of

a professional services company. In short, the website needs to be professional, simple, neat, and easy to navigate, and yet be attractive.

Methodologies

After an initial review of the requirements and further discussions our programmers suggested the color scheme. We suggest the white and blue colors, which are considered right for professional services. The right theme was selected in consultation with the client which really lends the website with a very soothing and professional feel. The website contains to-the-point information, and is arranged in an uncluttered and neat manner. Images of professionals are added to make the website attractive. Logo of appropriate color reflecting the services of the company was selected. The logo bears the picture of globe which indicates the company's plans of expanding to countries all over the world and its aggressive strategies. The website technologies adopted by DART in the above site are WordPress CMS.



DART's Website Development Services

DART's objective in website development is to meet the objectives of each business and provide higher customer satisfaction. Further, our programmers focus will be focused to increase the number of visitors, and improve the sales/leads from the overall traffic; thus reaping the maximum benefit from the web presence. The website development methodologies adopted by DART will ensure higher usability and popularity of a website.

