

# CASE STUDY

## the Drupal way



1<sup>st</sup> Choice

Content Management System



### Organizational Efficiency Through Partnerships

*Partnership is what defines our commitment to excellence as we understand the requirements of our clients so we can proactively respond with innovative strategies and technologies.*

“ 1<sup>st</sup> Choice provides a full range of human resource solutions to local, state, and federal government agencies nationwide. ”

### About Project

To develop a SEO based Drupal website in PHP.

### Business Challenge

1<sup>st</sup> Choice Government Solutions wanted a SEO based website, which is easy to customize, has stronger user roles and access control functionality.

### JIVA's Solution

We developed a website that is a search-engine-friendly and a good content management system which allow non-technical users to add and edit the content without having knowledge of any HTML or Web design.

We have developed the application providing the client a precise control over URL structure. The client can now easily add inpage titles, meta-tags and URLs. We custom built a Newsroom module to provide a way to add dynamic current events and news to the site. The newsroom module allows your members to browse headlines, read stories, vote, and comment and post new articles.

### Benefits

Since our client wanted a website which has easy scalability and search-engine-friendly Web site using a content management system, we suggested them Drupal. We have developed this site in PHP.

We used PHP because PHP has built-in features to handle heavily trafficked sites and to simplify common Web programming tasks. We customized a small module for External Links. External Links is a small module used to differentiate between internal and external links.

### Highlights

- Drupal based SEO website
- Easy Scalability
- Search Engine Friendly
- PHP programming; as it has built-in features to handle heavily trafficked sites

