



# Case Study

## Content Management System- Young Money

### Business Challenge

Young Money - A personal finance magazine targeted towards college students. Young Money started as a magazine is a bi-monthly publication that specializes in financial information for young adults. Young Money Magazine speaks to today's youth about the important financial topics they can't afford to ignore. With entertaining stories about celebrity entrepreneurs and others on the "A-list," plus sound financial advice, this quarterly magazine draws readers in with a fast-paced blend of stories, opinions, and photos.

The client wanted to take Young Money to the next level by making it available for its readers to read it online. Now the client's audience range extended to global level from a limited market space.

To target the global audience the client wanted the application to be developed with features like custom shopping cart, link client's Facebook and twitter accounts to the application, Google custom search, Geo central Ads, Web service enabled games, SEO optimization, Custom Newsletters etc.

### JIVA's Solution

We have integrated a lot of tools to the application. To purchase the magazines online we created a new plug-in and integrated Paypal API with this plug-in. SEO optimization is achieved by allowing the Admin to add Meta tags, Meta keywords to each and every post from admin panel.

### Business Impact

Google's AdSense program used in the application essentially allows the website to dynamically serve Google's pay-per-click AdWord results to generate good revenue to the client. Web service enabled games catch the attention of the young readers. The reader can opt for a custom newsletter with a choice to choose from multiple categories.

The client wanted the best Content Management System (CMS) in place for the application. We proposed WordPress as a perfect solution for this application. Since WordPress offers a large selection of plug-ins that provides links to social media sites or ways to optimize one's search and gives best SEO results. Developed a web 2.0 application with interactive information sharing, interoperability, user-centered design and collaboration on the World Wide Web features.

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**NEWSLETTER SIGN UP**

Young Money Newsletter. Get updates, tips, and special offers directly to your inbox.

-- Please Choose Category --

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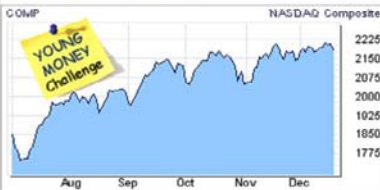
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**MARKET SUMMARY**



Index	Price	Chg.	% Chg.
NASDAQ	2180.05	0.00	0.00%
SP 500	1096.08	0.00	0.00%
10YR Treasury	34.87	0.00	0.00%
GOOG	593.94	0.00	0.00%
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