

Case Study

CONTENT-MANAGED WEBSITE

Issues

- Necessity of a website to showcase products with the content of the site changing often
- Non-technical staff that is unfamiliar with web technologies and maintaining a web presence
- Budget constraints that do not allow for hiring of a web administrator

Goals

- A website with a professional “look and feel”
- Content of the website is managed by non-technical personnel

Solution

- A professionally designed website with a “look and feel” consistent with today’s visual standards
- A database-driven website with content managed by a backend administrator’s module
- A backend administrator’s module to update content that is as simple to use as writing an email

Results

- A professional website that does not become obsolete because of outdated content
- Ability for non-technical staff members to make changes at their discretion
- A cost-savings in not hiring more personnel to manage and maintain the web presence



Engineered Endeavors
designs and manufactures
antenna support structures for
the wireless communications
industry.

“The content management system not only allows us to maintain an up-to-date product line, but also makes it easy for us to add new products as our business grows.”

Pat Deloney
President
Engineered Endeavors Inc.