

Re-Building Website For Speed, Scalability & Better User Experience

Client

The US based leading client in online recruiting service, streamlining the hiring process to build the dream team. Rated as one of the best among the competitors in East Coast USA.

Challenges

- Overhauling the usability of editing content
- Major speed improvements across the website
- Thorough UI improvements across the whole site and all components to achieve a better consistency and define stronger branding
- Providing the freedom to build new landing pages similar to a page builder, but taking out the potential issues that a real page builder creates.
- A gradual reworking of the previous codebase
- To integrate Hubspot for live experience

Solution

- Navtech created a responsive WordPress website with React, Django, and NodeJS to enhance and update the website's pricing page, franchise templates, and partnership templates.
- We installed plugins like redirection and ACF to build custom fields and templates.
- Incorporated a classical editor to place codes in meta boxes for ease of editing.
- Successfully integrated Hubspot CRM plugin to enable live chats, forms, PPC campaigns, emails, and advertisements.
- Automated the styling process and color selection by updating the website to use Gulp 5.7.
- We used Jenkins to automate the client's deployment process.

Technologies & Platforms

BACKEND



FRONTEND



INTERGRATIONS



CLOUD VENDOR



TOOLS



TOOLS



Outcome

- More than 20% reduction was seen in the styling code with the help of gulp.js.
- Page loading speed has increased by 30%.
- Improved user experience and navigation have increased website scalability by 10x.

