

Boogiebad.tv in RoR

This client from MEDIA industry needed a highly interactive, online music & video platform where visitors can view and post music videos.

Agenda:

Core objectives were:

- Build inviting website for visitors which is highly search engine optimized
- Use website for video publishing and can get the traffic on their videos easily.
- Embed video module that can deliver video streaming with minimal delays
- Have multiple categories to entice diversified users

Satisnet.com Value Add:

Considering our clients unique demands focusing on data streaming, robustness and speed our Solution Architect Team suggested to use Ruby On Rails frame work.

It offers

- Leaner code
- Robust frame work
- Modular design and
- Scalability of embedding plugins without compromising on quality

To optimize site visibility on search engines for videos published on the site we developed category admin system which helps in promoting each page under categories like Latest Video, Music News, Featured Video, Play list etc.

Further to same, the site design was made user-friendly and graphical using JS in HTML.

Recommendations:

We suggested ongoing promotion activities for optimization of the site like blog submissions, forum posting, article submissions and directory submissions. We also recommended using online ad promotions, CPC campaign and embed Feedback module to make it an interactive experience. Feedback Module integration could be integrated further to Social Media Tools like Facebook, Twitter, etc.