

case study: website workhorse for ip.access



the client

Based in Cambridge, UK, ip.access Ltd (www.ipaccess.com) is a leading manufacturer of cost-effective picocell and femtocell infrastructure solutions for mobile communications (GSM, GPRS, EDGE and 3G). EvokedSet delivers website management, online advertising and e-marketing services for ip.access.

objectives

A highly successful and fast-growing company, ip.access needs a website that can keep pace with their business, serve the needs of their various target audiences, and optimise the user experience to transform an individual website visit into engagement, dialogue and an ongoing relationship.

implementation

RMA Design (www.rma.uk.com) was chosen by ip.access to create the graphic design for the site, with EvokedSet providing the implementation of the new site.

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It was a pleasure to deal with EvokedSet on the new ip.access website. The design files we released were adhered to with care and attention during the transition into the new site. The process was smooth and the results very pleasing – to both the picky designer and paying client alike.
”

Rob Martin, Design Director, RMA Design

website features & benefits

implemented in PHP - *speedier site updates*

PHP is a server-side language that delivers (X)HTML pages to browsers. Sites such as Facebook, Digg, Yahoo! and Wikipedia use PHP to deliver their websites. With PHP, the page layout, menu systems and dynamic content can be defined in one place, enabling rapid and consistent changes to the entire site; for example, adding a new page requires the upload of only two files to the server – the new page, and the file that defines the menu system. Without this capability, the entire site would need to be edited and re-published for each menu change. Implementing in PHP reduces the possibility of errors in site-wide changes and speeds new content deployment.

semantic mark-up - *simplified changes and more accessible content*

Important for Search Engine Optimisation (SEO) as well as accessibility, speed and maintenance, semantic mark-up is increasingly essential in order to separate out a site's content from its design. This is achieved by using cascading style sheets (CSS) to define the graphical look-and-feel, and by using html code to define the site structure and the content. Semantic mark-up on the ip.access site means only one file to change (for example, the colour scheme, page width, font or any other graphical element). It also ensures that different views can be presented to different media – for example, a print-view might need to be different from the browser view, or the view on a mobile phone different from a PC.

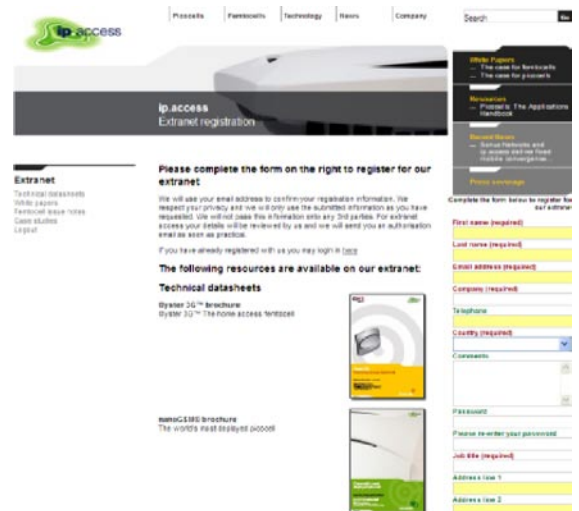
Database integration - *ease of maintenance plus valuable user information*

The site uses a MySQL database to hold content such as news releases, press coverage, and job openings. By using a simple fill-form, rapidly changing sections of the site can be user-maintained, allowing news releases published and job descriptions to be posted quickly. In order to generate leads and measure visitor interest, we implemented two different collateral download areas: (1) a simple fill form requiring name, company and email address, required to download publicly available whitepapers, handbooks and case studies; and (2) a more detailed fill-form for access to an "extranet" where visitors, once approved, can access many different pieces of collateral. Using this mechanism, ip.access receives a monthly list of leads generated by the website.

for more information on how we can transform your website, call or email us now:

0844 870 8025

e info@evokedset.com www.evokedset.com



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EvokedSet have consistently provided us with a very responsive bespoke website service that has evolved with us as our business has developed. Not only do they smoothly implement the agreed plans, but they are a vital part of the ideas generation behind the development of the site. They care about our success and that's visible through the effort they put into delivery. We highly recommend them.”

Chris Cox, Marketing Manager, ip.access

EvokedSet
...choose to stand out