Insperity

Complex WordPress integration

Insperity, an industry-leading HR services provider, sought Crowd Favorite's expertise to create a modern, easy-to-manage site that would support rich gated content and a sophisticated lead generation system.
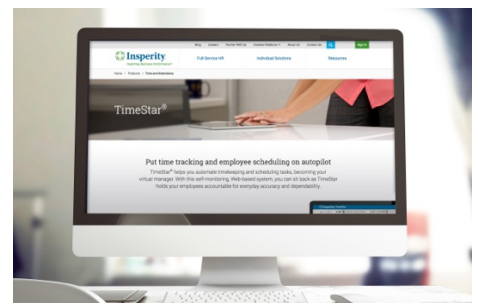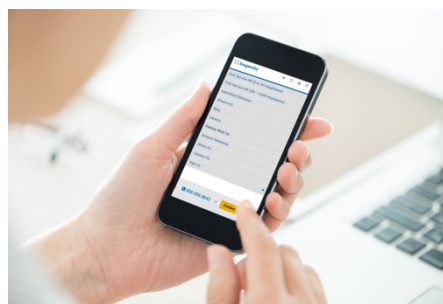
EXPERTISE PROVIDED

Web Development

- Front-end development
- Quality assurance testing
- Web deployment
- Support & maintenance

Mobile Development

- Mobile web development

System Integration

- API integration
- Business process analysis
- Two-way integration
- Data automation

Challenge

Insperity's site, their main lead generation tool, was built on an outdated content management system. They wanted to move to WordPress, though they had hundreds of pages of rich media content and complex layouts that would complicate migration.

Solution

Crowd Favorite migrated over 1,000 pieces of content to WordPress, and built custom form functionality to create an elaborate user profiling system powered by gated content. In addition to a flexible content management system, we also provided Insperity with full visual editing capabilities across their custom page layouts.

Crowd Favorite