

National Geographic

Custom blog and tablet application



EXPERTISE PROVIDED

Design

- Web design
- UX design
- UI design

Development

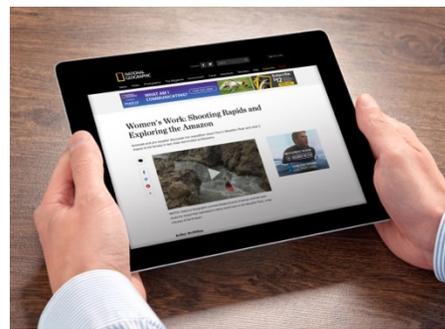
- Web development
- WordPress development
- JavaScript development

Maintenance

- Technical support
- Web maintenance
- Core audits
- Code refactoring
- Performance optimization
- Hosting liaison



After experiencing repeated success with WordPress migrations and custom theme and plugin development, National Geographic turned to Crowd Favorite for help developing an exciting new blog.



Challenge

National Geographic had a new blog concept: a team of writers chronicling their Mt. Everest expedition in real-time. The site needed to integrate with a paid tablet app, and display content conditionally.

Solution

Using WordPress content management system, Crowd Favorite built and seamlessly integrated the site with the Everest tablet application. Two unique URLs and themes were supported using the same content, along with custom permissions, and a private RSS feed that allowed Nat Geo's team to post blog teasers.