Crowd Favorite

National Geographic

Custom blog and tablet application

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 an 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.

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

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