R.B. Zack & Associates, Inc.

Case Study: LivHOME.com Website Replatform

Founded in 1999, LivHOME has become one of the nation's largest providers of professionally led at-home care for seniors. Based in Los Angeles, LivHOME has both branch and franchise offices located throughout the United States.

Challenge 1: Gain Control of the Company Website
Challenge 2: Give Franchisees Ability to Manage Own Sites

LivHOME already had a web presence featuring attractive graphics, videos, podcasts, and blogs. Their developer was also their hosting company and became difficult to reach and slow to respond to their change requests. LivHOME regained control of their site but lacked the ability to easily change and update it. Adding to their challenge was a significant growth spurt with the company adding two or more franchises per month. LivHOME needed to provide a consistent message across its Corporate, Branch, and Franchise subsites, with the ability to allow franchisees to update their own pages only. They wanted a search engine friendly website that provided the ability to automatically create franchise sub-sites, have them added to all main pages, and to add content in one location that would dynamically appear in each franchise site. Finally they needed complete control over the content so that monthly podcasts, Care Manager Connection videos and other updates were made instantly available and supported by RSS feeds.

Solution: Re-platform Site using mojoportal CMS

RBZ&A began with mojoportal, a well-respected opensource Content Management System (CMS) with outstanding user interface and admin capabilities. We customized the program and features to LivHOME's needs and provided them full-featured administrative access to content maintenance. We then created a scripted process for replicating branch/franchise sites so that the containers and core content were replicated at sub-domain creation. This scripting saved approximately 8 hours per branch/franchise site creation. We also assisted LivHOME in the selection of a new hosting company that is responsive to their requests and capably supports their program. LivHOME now has a modern, attractive, secure website that can easily replicate to franchise sub-sites and they have full control of its content.