

CASE STUDY:

Website for KDS Services Pvt. Ltd., Lucknow, Uttar Pradesh, India

Overview:

KDS Services Pvt. Ltd. (here and afterwards “KDS”) started business operations in 2007 and has established a loyal customer base. KDS is providing dynamic way of software solutions, and specializes in the development of high-quality products and cost-effective IT solutions to provide high quality of consultant & Services. KDS team of professionals is dedicated to provide information technology solutions adapted to global clients.

KDS Services Pvt. Ltd. is a CMMI Maturity Level-3 and ISO 27001:2013 & ISO 9001:2015 certified company.

Challenges:

Challenges for the execution of successful Development & Maintenance of KDS Services Pvt. Ltd. website, Lucknow, Uttar Pradesh :

- Ensuring the new design was consistent with the established brand identity.
- Organizing a large amount of content in a user-friendly manner.
- Ensure the client could easily manage the content without much technical help.
- Integrating SEO best practices.

Technologies:

WordPress, Elementor, PHP, MySQL, Figma, Cloud Server etc.

Benefits Achieved:

- The modern and intuitive design led to increased user engagement and lower bounce rates.
- The modern and professional website enhanced the company’s online presence and credibility in the industry.
- The CMS allowed KDS staff to update the website content effortlessly, saving time and resources.
- Provided a solid foundation for future digital initiatives.
- Showcase projects & works for clients.
- Showcase achievements & gallery images helped in more trust building.

Requirements of the project:

- Website needed a fresh, modern look that aligned with the company’s branding and industry standards.
- An easy-to-use CMS for internal staff to update content without needing technical expertise.
- Easy navigation to ensure users could quickly find the information they were seeking.

Approach:

Approach for the execution of successful Development & Maintenance of KDS Services Pvt. Ltd. website, Lucknow, Uttar Pradesh:

The solution involved developing a creative CMS based website (as advised).

- Conducted in-depth discussions with KDS Services.
- Integrated a user-friendly CMS.
- Developed a comprehensive project plan.
- Performed user testing to gather feedback and make necessary adjustments.

