

# UK based Entertainment Website Development Case study



Industry : Entertainment

Region : United Kingdom

Technology Used : WordPress, PHP



### The Team

Project Coordinator : **1** (Responsible to liaise with the client, understand their goals, and plan)

Developer : **1** (Responsible for all the execution work and take part in all strategy and planning)

## OVERVIEW

We got a chance to work with a London based client who wanted to publish site reviews, game reviews, news and promotions, tips and guides, offer safe gaming for slot-players, and educate users about responsible gambling practices. They wanted to be both operators and customers of the online gambling industry and provide useful information and real insight into the slot and casino world.

Online gambling has seen a massive increase in the UK and people have a huge choice of websites to choose from. Since our client was different from the rest of the players in the same field, they wanted to create a website that allows users to browse and learn about what they offer and what they're paying for.

They reached out to ColorWhistle to seek our expertise in web development.

Let's take a look at how we helped this online gambling and news provider to establish an online presence.

## REQUIREMENT

Our team had a discussion with the client to understand what they needed. We gathered information about the purpose of their website, main goals, and target audience. Our team makes it a point to collect all these pre-development data to avoid changing or adding any functionality that wasn't initially planned.

Here are the main requirements of the project.

- ▶ *Develop a mobile-friendly WordPress based website*
- ▶ *Fast loading pages*
- ▶ *Cross-platform/browser compatibility*
- ▶ *Valid mark-up & clean code*
- ▶ *Follow industry standards and guidelines for security*

## APPROACH

Here is our approach and how we developed the website from scratch.

### WEBSITE PLATFORM

As the client required a user-friendly platform and an option to easily update content on their website on a regular basis, we decided to go with WordPress platform for the company's website

### DOMAIN NAME REGISTRATION AND WEB HOSTING

Our client already had a domain name in mind, so we looked them up and it was available. We registered for the domain name and then bought the hosting from SiteGround

### DESIGN

For this project, the client gave us the design of the website in Sketch format.

### DEVELOPMENT

Since they wanted the website in WordPress, we did the Sketch to WordPress conversion for the development phase. We made the website completely responsive. Plugins such as Advanced Custom Fields (to add extra content fields and display dynamic content) and Custom Post Type (to configure custom post types and custom taxonomies) were added. We also added the 'Load More' option so that more relevant content can be shown when it is clicked without affecting the page speed.

### TESTING AND DELIVERY

As the client was more concerned about the speed of the website, we did several tests and fixes before the actual launch. Then we submitted the website for a final review to the client. Based on their feedback, we again made some changes and then moved the website to live.



## RESULT

We delivered a website that was lightning fast. We achieved a page speed score of 92% in GTmetrix, 85% in GTmetrix Yellow Page, and 80% in Lighthouse and Page Speed Insights.

The users of the website could find the information properly and carry on online gambling activities with easy and safe options. Through the simple and user-friendly layouts, users could fully understand the workings and rules of the types of gambling or betting on the website. Also, the HTTP protection or padlock on the website gave users the confidence that the website was genuine.

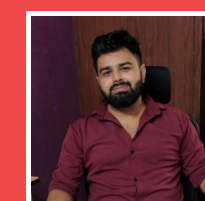
- ▶ *Through the website, they were able to distinguish themselves among their competitors and educate users about safe gambling practices*
- ▶ *Increased user experience because of quick load time*
- ▶ *Mobile-friendly and responsive features on the website helped users to find information from any device*
- ▶ *24\*7 availability helped them to offer users ongoing and uninterrupted interaction*
- ▶ *Educate users that the information and services they offered were worth it*

Here at ColorWhistle, we will help you create a website that will accurately showcase who you are and how you differ from others. We will make sure to understand your objectives and the desired outcomes you expect from a website. Our web development team will work with you to create a plan and the key requirements for its success. We can also create a web design that represents your company and grab visitors' attention.

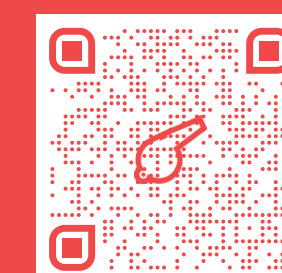
If you need any help with website designing and website development, get in touch or call us at **+1 (919) 234-5140**. We are happy to partner with you to create solutions that will meet your goals and vision.

# Alright, sounds like a plan!

## Let's go!!



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