



Enabling Automated Keyword Research and Personalizing CMS Leveraging Drupal 8

HIGHLIGHTS



Custom Module Development



Multiple Template Creation



Responsive Architecture



Friendly User Interface

THE CUSTOMER

The customer is a privately held corporation that manages fare-related data for the airline and travel industries across all distribution modules. It currently holds more than 170 million fares for more than 450 airlines worldwide in over 160 countries and supplies more than 99 percent of the industry's intermediated fare data to all the major airfare pricing engines.

THE CONTEXT

The customer wanted to improve its user experience. They had a database of the keywords that were most searched for by their users. However, this database had not been put to use for making keyword search simpler. The customer wanted the research process to be automated by using their keyword database.

THE OBJECTIVES

The main concern for the customer was to build a module, i.e. a glossary using the existing database with alphabetical filters, where users could easily find the information that they were looking for. Apart from that, they wanted their CMS to be personalized so that they could have better control over content management. The customer also wanted their blogs to be segmented under searchable filters of date and categories, and export their files in CSV and PDF formats for existing filters.

THE SOLUTION

- First, for CMS, we chose Drupal 8. It is a free and open source content management framework that allows role-based access, content modeling, and is user-friendly.
- We deployed an API-based content architecture to fetch and connect with Click Dimension CRM forms.
- We provided a mock-up of a blog and their filters. This way the client could review the mockup and suggest any changes that they wanted to implement. Once the mockup got approved by the client we started with the development.
- We custom built a content workflow and tag-based authoring space that was internally accessible to Data Application Users.
- As the customer wanted to build a new conference registration page, we provided them with a wireframe for this.
- For export functionality, we used views data export module with different templates in the existing theme.



THE OUTCOME

In terms of deployment timeframe, we were successful in reaching the target under the development time. We extensively used Drupal 8 Configuration Management to have a synchronized configuration across all instances. We also used custom layouts for nodes and views to get the desired structure for theming.