

BDOutdoors Case Study

About Client

BD Outdoors is very popular US-based community for professional fishing and boats. It's the best source of daily fishing reports, news, fishing spots, gear tips, recipes and bass fishing.

Executive Summary

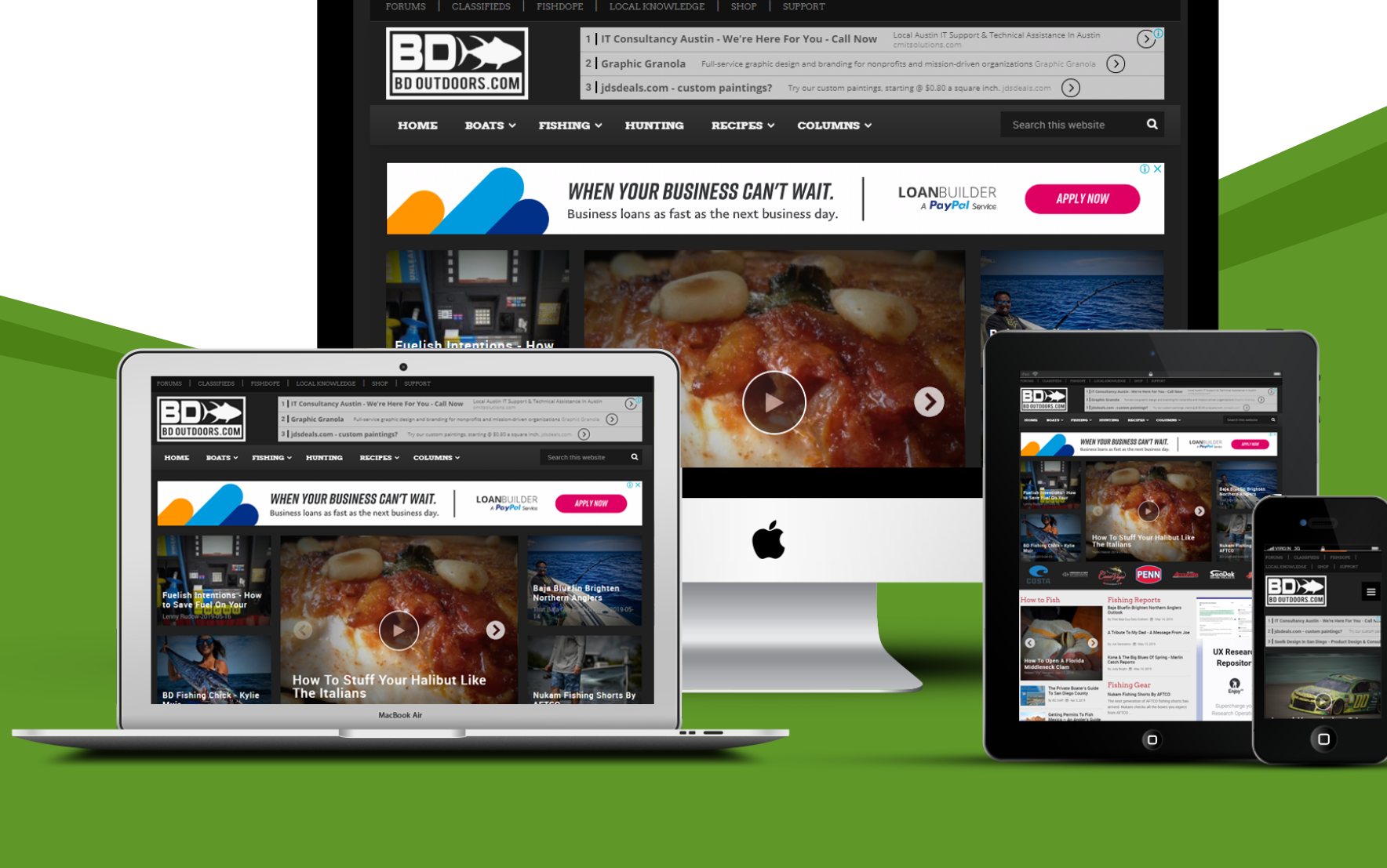
BDOutdoors is a decade old project so few years back when they started to work with us they were stuck in their legacy setup and ecosystem. As web started to move fast toward mobile and social, they want to get the most out of this benefit. The size of the project and active traffic always kept them away from such a large risk of moving to a new platform. As they don't want to lose any data, SEO and downtime must be minimum.

Challenges

- Legacy Code
- Isolated networks and Setup
- Bad user experience
- Base technologies were no longer supported
- High maintenance cost
- Data vulnerability/ Lack of security features
- wasn't search engine friendly
- Rapidly growing audience and community

Proposed Solution

- Modern XenForo based Forums.
- Easy to manage WordPress based Blogs & Magazine
- Seamless data transfer with custom migration plan
- Search engine optimization



Why XenForo?

We recommended Xenforo as a new forum software because it is a secure, equipped with the latest technologies and features. Xenforo is highly stable as compared to any other platform for managing large communities.

BDOutdoors Community Link: <https://www.bdoutdoors.com/forums/>

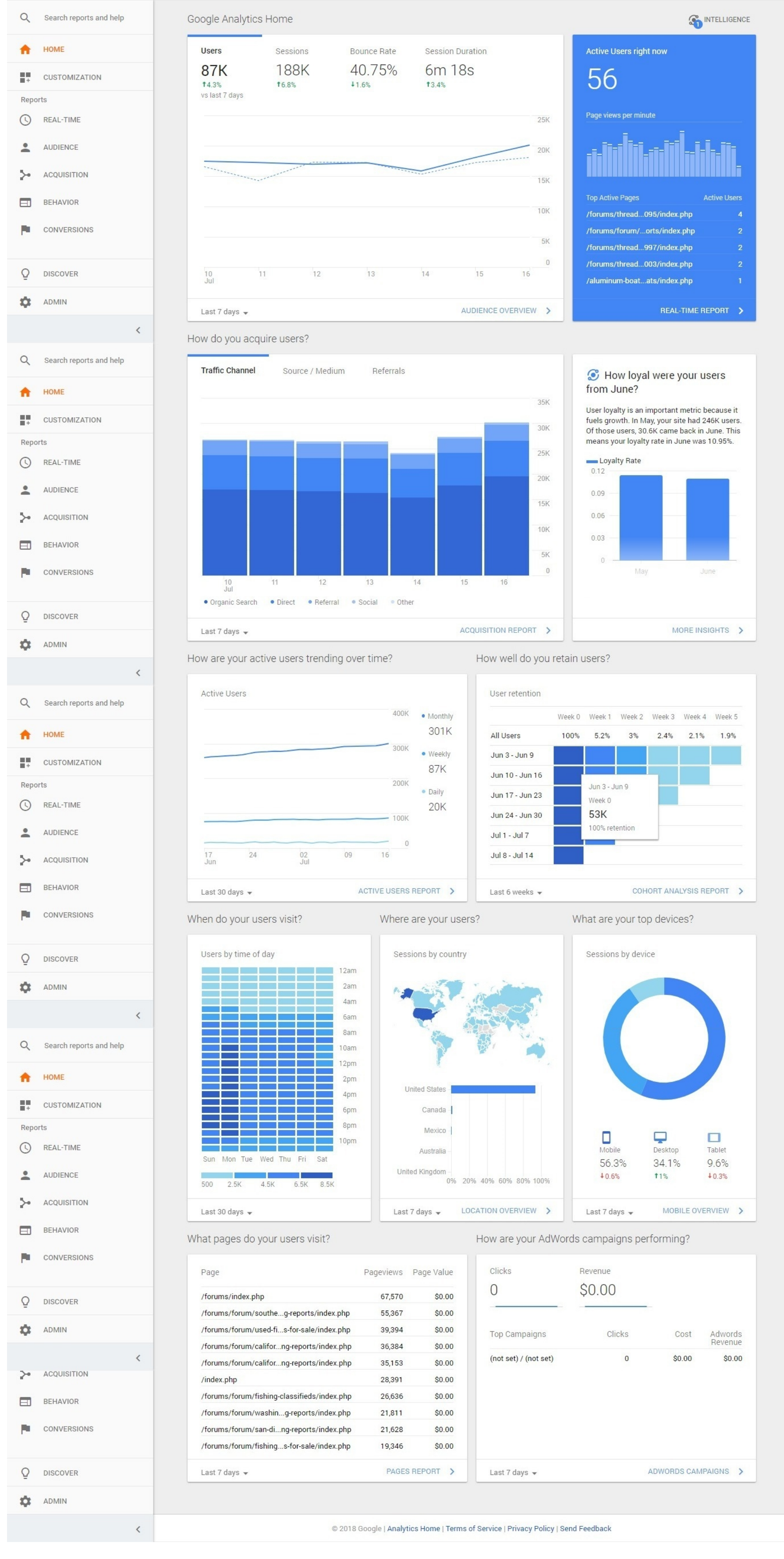
Why WordPress?

WordPress is the most popular open source Content Management System (CMS), used by approximately 75 million websites with notable clients like CNN, BBC SONY.

- WordPress is a top priority software for large multinational corporation websites due to advanced security and stability measures.
- WordPress offers user-friendly backend. Users with zero technical knowledge can easily manage and navigate through content.
- Mobile responsiveness is also a factor in Google rankings, so websites need to look good on any device. WordPress helps to achieve sleek user experience.
- Searchability is key to ranking high on Google and other search engines. WordPress sites tend to rank high for their keywords, largely because they're constantly being updated and because WordPress includes a variety of tools and plugins for optimizing content for SEO (search engine optimization).

BDOutdoors Blogs & Magazine Link: <https://www.bdoutdoors.com/>

Search Engine Progress



Applied Technologies



Applied Software



Thanks For Watching!