



TechDiscovery helped a major media company increase its US news site revenue through better SEO performance.

The Client

This media company is a 24-hour cable news channel based in the United States and available in both the US and Canada.

The Challenge

The client needed a better way to track website traffic by allowing 3rd party tracking services such as Nielsen and comScore to better isolate areas of the site and provide for accurate and objective analysis of the latest market trends. In conjunction with this effort, they needed to improve Search Engine Optimization (SEO) performance. Other news sites already included section and subsection information in their urls and were more accessible by other 3rd party organizations.

Their existing site had very little documentation describing the Extensible Stylesheet Language (XSL) used extensively throughout the site. And all the display logic was contained in a variety of nested Extensible Stylesheet Language Transformations (XSLT) files.

The client knew that TechDiscovery had experienced and talented XSL developers who could handle the challenge of injecting section and subsection information into URLs without breaking the site.

A major media company turned to TechDiscovery's experienced developers to handle the challenge of improving its US news site Search Engine Optimization.

Through better tracking of its US news site and improved SEO performance, the client has been able to maximize advertising revenue.

The Solution

TechDiscovery's team was quickly able to find critical locations and inject code into the URLs without any performance impact allowing the site to continue to serve millions of pages a day.

To meet this difficult challenge, TechDiscovery's developers had to reverse engineer the page rendering on the site from the xslt files. They took advantage of caching to store new data and to help render the section and subsection information placed into the URLs.

The client modified its publishing process to inject section and subsection information at the time stories are published. In addition, TechDiscovery implemented new caching mechanisms to prevent memory problems.

The Result

3rd party services can better track where visitors are surfing while on the news site, and SEO performance has been dramatically improved.

As a result, the client has gained a better understanding of its US news site visitors and is able maximize its advertising revenue.

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