Case Study: Divorcenet

enfoldsystems

The Industry: Legal Services / Law Professionals

The Organization: LawTek Media Group, LLC ("Divorcenet®") is the Internet's largest divorce resource, offering state-specific articles, an online community and a nationwide directory of divorce lawyers, mediators and financial professionals.

The Problem: www.divorcenet.com quickly became the leader in divorce related content on the web. After going into production, site performance quickly declined as the number of site visitors increased.

The Challenge: When the search engine market refers 98% of your website's visitors, search engine optimization and site performance are critical. Divorcenet needed a reliable and responsive vendor who could solve their issues to ensure their advertising/referral revenue streams.

The Solution: Enfold performed software upgrades, configured automated maintenance, deployed site performance optimizations and added new features to allow site advertisers to target their services at the city and state level.

- **Software Stabilization** – Divorcenet was utilizing the Plone Content Management System on the Linux OS. Enfold Systems deployed a test system to allow incremental software updates, resolve issues and introduced new software with control procedures to manage the future growth of the site.

- **Systems Administration** - Since the system was deployed on the Linux operating system; the powerful caching server, Squid, was installed and configured to efficiently cache frequently accessed resources. In addition, the system was configured to be used in a distributed mode which utilized all available processors and enabled additional machines to be added to the system for scalability and performance.

- **Increased Subscriber Visibility** - On a 'per zip code' and 'per specialist' basis, site visitors and advertisers are now able to interact more directly. Page ordering and "ad placement" were implemented to ensure the most efficient return for advertisers on Divorcenet. In addition, better search results were achieved through the integration to the Google search appliance.

- **Service Level Agreement** – Divorcenet wanted a technology partner who would provide honest and reasonable recommendations to maintain their site and ensure service to their website visitors. Enfold has provided support for over 2 years and has continually worked with Divorcenet to add additional features and maintain their site.

The Results:

- Website performance is stable and optimized for site visitors, advertisers, and professionals.

- Systems configured to ensure disaster recovery is possible.

- Non-technical users maintain sophisticated, domain specific, content.

- Divorcenet utilizes many open source components. Software components developed such as the ZipCode search tool were contributed back to the open source community.

Project Lifecycle

Enfold Systems offers services to support our products throughout your systems lifecycle. We offer project management and custom development services to ensure that your system is delivered on time, and meets or exceeds industry standards. We also provide deployment services to ensure that your production environment is configured to provide maximum performance and reliability.

Time-To-Market

Our knowledgeable staff and Agile development process allow us to deliver a scalable and robust application that you can maintain with confidence - on budget, on time!

Your Development Team

Enfold Systems staff includes internationally known software luminaries. Our team is composed of people such as Alan Runyan, co-founder of the Plone® Content Management System, and Mark Hammond, author of P*rogramming in the .Net Environment* and *Python Programming on Win32*.