

Web technology united

South Wales-based Rantmedia's social networking application is an innovative combination of web technologies

In today's global world, a website can be one of the most effective business marketing tools. But, of course, every business is unique, with different products and objectives, and so requires its own individual website.

Rantmedia Ltd, based in Cardiff, South Wales, specialises in bespoke websites and web software including video streaming and content management tools. Recently, the company developed its innovative, integrated social networking web platform – a unique suite of products designed specifically to help organisations engage and build a relationship with visitors.

This platform unites the best in 'Web 2.0' technologies, including social networking, wiki-knowledgebase, blogging and micro-blogging. The features allow users to interact with others and share content such as photographs and videos, as well as giving people the ability to start discussions on topics they feel are important.

Easy control

The biggest benefit of a content management system, such as Rantmedia's, is being able to easily take control of one's own

Giving visitors a way of easily interacting with a website has huge benefits for any kind of organisation. User-generated content not only helps increase search engine rankings, it also makes visitors more likely to return and builds a strong ongoing relationship.

Anton Faulconbridge
Director, Rantmedia Ltd

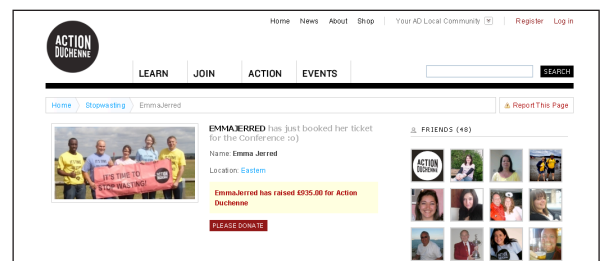
Profile

Product	eCollab and eCharity social web applications, R-CMS content management system
Applications	High-end website design and development
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website. The owner can add content, create new pages, upload video, document, image and audio files, design forms and shopping baskets and control RSS feeds, amongst many other functions.

Case study: Action Duchenne

Charity organisation Action Duchenne planned to relaunch its website (www.actionduchenne.org) and approached Rantmedia for assistance. The website required many features so Rantmedia had to find a user-friendly way of integrating a full content management system, online shop, managed member-access document library, upcoming events management and full mailing list integration.



Using its social networking application as a basis, Rantmedia rebuilt the Action Duchenne site from the ground up – reorganising the structure, bringing user profiles and events to the fore and building a complete online community where each member is able to create his or her own space on the website – adding events, blogging, messaging, uploading photos and interacting with other members.

The site also includes a wiki-knowledgebase on Duchenne muscular dystrophy. Similar to Wikipedia, all submitted articles are moderated for accuracy, plain English and value of content by Action Duchenne staff.

'The website built by Rantmedia has enabled us to provide a one-stop shop for families living with Duchenne,' says Nick Catlin, chief executive officer of Action Duchenne. 'It has enabled us to combine all the best aspects of social websites with our knowledgebase and our online store. We are delighted with our new web presence and have had plenty of very positive feedback.' ■



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