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Gold Coast Transit's New Web Site Goes Live

As companies look to update their sites due to dated designs, they are also considering content management systems (CMS) allowing staff without HTML/programming experience to edit and add content in-house.

/24-7PressRelease/ - CAMARILLO, CA, July 25, 2008 - After a major change in its brand image it was time for a new website design for the largest transit authority in Ventura County. With its ridership growing and getting more and more connected to the web, its old website, built in "frames" from the '90s, was just not up to the challenge. SOHO Prospecting was selected through a formal RFP process to work with Gold Coast Transit's marketing team and design and develop the new website.

Gold Coast Transit needed easier ways of maintaining its frequently-updated content, bus routes, maps and employment descriptions and SOHO suggested an open source content management system (CMS) to do the job. Joomla! was selected for its flexibility, scalability, and open source software, enabling ease of management and platform independence.

"SOHO provided a new web design that is easy for the user on the front end and easy for us to manage on the back end", said Steve Brown, Gold Coast Transit's Director of Planning and Marketing. With an updated navigation system, and additional tools such as a user controllable content management system, the new transit website is ready for the future.

The SOHO designers created a web design that is flexible for revising the look, navigation, and content, while also reflecting the green, energy efficient message that GCT was looking for. They also moved many pages of existing content as well as new content to the content management system and mapped it all to the new navigation architecture. The result is a site that is search engine friendly, allows Google to finally see all that content that was hidden in "frames", and requires fewer burdens in keeping it up-to-date.

About Gold Coast Transit

Gold Coast Transit is a joint powers authority governed by a Board of Directors made up of an elected official from each member jurisdiction - Cities of Ojai, Oxnard, Port Hueneme and Ventura and the County of Ventura. For more information, go to www.goldcoasttransit.org or contact Serey Glenn at (805) 483-3959 ext. 110, Monday through Friday, 8:00A - 5:00P.

About SOHO Prospecting:

SOHO Prospecting's services include web design, website redesigns, SEO (search engine optimization), e-commerce solutions, website maintenance, web hosting, business card and print materials, and corporate logos. Contact us to learn more about our services. Visit: www.sohoprospecting.com

Any business owner can tell you that when it comes to marketing talk is cheap - but, effective marketing, that is priceless. Simply put, SOHO Prospecting is a professional marketing services company that delivers results. Focused on driving your business forward - our strategies begin with results in mind, and are aptly measured by the same standards. Providing marketing services for small and large companies, our strategists believe that the level of a company's success depends on how well it clearly and consistently communicates. From strategic Internet marketing promotion and advertising and Web design and website redesign for company to branding, advertising, public relations and direct marketing, SOHO's professional marketing services help companies get found, stay heard and be successful.

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