Web Renovation Implemented for California Center for Reproductive Health

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Adrecom deployed its CMS suite to move a legacy web site to a new, dynamic, and visitor-friendly web presence. With simple processes for content creation, delivery and management, the California Center for Reproductive Health now keeps its web site up to date easily and without hassle. The Adrecom Corporate Portal offered all of the standard configurations (text fields, radio buttons and drag down menus), making it very easy for CCRH to create the right forms for its clients' use. The new platform includes a lead-generation capability, which allows CCRH's professionals to more effectively extend their services to patients. Patients can now submit inquiries easily and quickly while online using the Lead-Generation form the clinic provides.

While renovating the web site for its clients, Adrecom implemented *CMS* suite, which permitted the transfer of all CCRH content without disturbing its existing structure or compromising its integrity. This procedure is known as legacy transformation and Adrecom often uses it to refurbish old websites. Adrecom's content-migration system transports resources seamlessly from the original website to the upgraded version; the CMS editing tools and other applications help clients like CCRH conveniently manage all of the website's content, and permits *Adrecom* to create and edit text and audio content too. Aside from transferring existing pages to *Adrecom's* CMS, new pages and categories were created to amalgamate the complex content structure with the website.

During this website renovation process, Adrecom inserted the metadata for CCRH and configured the system to enable CCRH staff to edit and add to that information in the future as the site and target keywords evolve. Not only does the Adrecom platform have a built-in capability for editing and applying appropriate metadata for every content element, it also offers clients the ability to import metadata in bulk, thus shortening completion times. Adrecom also established Meta tag directories for the client to make tagging pages as easy as possible.

As part of the update work, Adrecom also added a number of original sections to the new **California Center for Reproductive Health** website; among these were its News section, drawing user attention to CCRH's major media news coverage, and the Testimonials and Resources sections, which provide visitors with helpful information and CCRH with recognition and credibility.