

Case Study

Stock Market Funding

www.stockmarketfunding.com



Industry

Financial Services

Partner

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Goals

StockMarketFunding is a market maker company over 30 years old made up of individuals who utilize SMF High Frequency Trading Algorithms designed with mathematical bid and ask prices that allows the SMF Market Maker to compete with HFT Technologies and traditional NYSE Floor Traders. Available features on the site include the following: Tutorial Videos, Live Trading Room, a Market Maker Trading School, Trading Platform, Coaching Programs, Mentoring Programs, among other offerings. The project goal was to upgrade the current site from a Kentico 3 developed site to one that totally took advantage of all features and benefits of Kentico 6.

Challenges

Initially, the team needed to identify all particular issues that needed attention. Those issues included the following:

- Host and Manage Videos and Blog content
- Integration with News provider
- Display real-time stock information
- SEO friendly URLs

Solution

Using Kentico document types and templates the team developed a custom video listing and viewer pages. The team also developed a searchable cross listed index to easily manage the volume of videos and blog entries. A third party stock market news service is integrated into the site which displays supporting content and provides real-time stock quotes. Because search engine rankings are very important to SMF, Kentico's content editing, meta tags customizations and URL aliases are relied upon heavily.

The project was completed by 4 team members in 400 hours.

Key criteria for selecting Kentico CMS

Key Kentico features that led to success included:

- Ability to handle a large volume of content
- Smart Search
- Platform flexibility when integrating with third-party services
- Built-in SEO features

