

# ADVISER-HUB CASE STUDY

## WEBSITE DESIGN & DEVELOPMENT

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# adviser-hub



## PROJECT REQUIREMENTS

Adviser-Hub provides extensive online information and resources for financial advisers, supporting the development of their business, professional CPD qualifications and services to clients. They offer a comprehensive range of resources including expert written content, videos and marketing material for their members as well as a continually updated events calendar.

The DyNNamite team was commissioned to design a user-friendly interactive website offering a wide variety of content accessed through innovative bespoke functionality. The modular structure and feature-rich characteristics of the DNN CMS platform provided the ideal environment for integrating many unique bespoke elements into a new fully responsive Adviser-Hub website.

## THE SOLUTION

Using DNN, DyNNamite produced a website with a number of bespoke modules that provide exciting opportunities for financial advisers to develop their businesses. These have included the innovative newsletter builder, which is easy to use and highly flexible.

DNN makes it easy to add and update website content, providing opportunities to enhance UX and improve SEO rankings. In the case of Adviser-Hub, this has been particularly invaluable since content is continually being changed and added, not only on the bespoke events calendar module but also in terms of news and expert insights on the economy, investment, taxation and other topics.

“ [DyNNamite] have helped us to build a strong, successful website. ”

Manager, Adviser-Hub

“ We are exceptionally proud of the bespoke functionality we have created for Adviser-Hub ”

Andrew Libra, DyNNamite

Using DNN, an exciting interactive site has been created for Adviser-Hub which DyNNamite is continually developing (and adding new functionality to) with videos, images, stats and financial information accessible via an easy-to-navigate structure. Adviser-Hub and its financial adviser membership is delighted with the site and the progress of its ongoing development.



The website can be viewed at  
[www.adviser-hub.co.uk](http://www.adviser-hub.co.uk)

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