

Orlando Skyscrapers

User generated content that drives traffic

Orlando Skyscrapers has been created as a public service to provide the latest information and news about the current building boom in the City of Orlando. The content consists of a collaborative effort of a number of people who have given their time and skills to provide Orlando Skyscrapers with the latest information and images. Orlando Skyscrapers has grown from its early beginnings as a static HTML-based web site maintained by a single individual to a fully dynamic, database-driven web site built on a state-of-the-art online collaborative content management system (CMS), allowing Orlando Skyscrapers Team members to provide updated information and content in real-time.

Challenge: Orlando Skyscrapers needs to stay current on commercial construction plans in Downtown Orlando. Over the past few years, this has presented the greatest challenge to the management of the site. Because so many Orlando residents were interested and involved with the plans, assembling all of the information in one localized online setting proved all but unmanageable. Sites that consist primarily of small-scale user-generated content can easily become sloppy, outdated, and unreliable. Part of the challenge in re-architecting the site was in finding a means of managing this content, while maintaining ease of content generation and open communication.

Solution: Reliance on viral marketing and cost-effectiveness (the content is essentially free) allow user-generated content sites to flourish and succeed, but a consistent look and feel, a solid site structure, and an effective CMS are vital to maintaining the usability of such a site. Intellavia designed and developed orlandoskyscrapers.com's technical infrastructure, software, and graphical user interface, and continues to maintain and manage the hosting of this community site.

Result: Research proves that user-generated content drives the majority of the fastest growing online brands. Ongoing, dynamic user interaction and contribution maintain the vitality and drive the success of orlandoskyscrapers.com, thus helping to retain the site's value to the community. Intellavia's site design and ongoing maintenance of orlandoskyscrapers.com provide a scalable solution to ensure the continued success of the site.