One Click GRP

The founders of One Click Group were actively into the field of SEO and digital marketing and experts in using various tools related to this field. They had the idea in place and wanted to develop a tool that would provide access to multiple tools at much lower price to many of the existing users of the tools who were paying hefty monthly fees to use these tools.

The Challenge – Why did we do it?

The main challenge was how to design the entire solution so that it could achieve the idea that client had put forward. The user experience had to be very smooth else the customers would never opt for this service if there was no quality in terms of access and availability.

The solution was where the users would be able to access the sites from their own desktops as did normally and without the need to log onto any server. Also the solution had to be very scalable as client had a good projection of the number of users who were eager to use the finished application.

Our Solution – What did we do?

Technousa analyzed the requirements and based on the fact that the best way to provide access to the users through their own web browsers was to develop chrome extension which would login to various SEO tools in the background. The access to various tools would have to be based on a subscription module. To handle the user subscription, a web application was suggested to be developed in Wordpress, which would allow the users to buy a subscription and the same would be used by the chrome extension to provide access to the respective tools.

The solution was developed very quickly and after the first release, many users started using the chrome extension and after that there have been a few iterations for incorporating features and fine tuning the overall functionality.

The main functionality which has been implemented using the wordpress website is as follows:

❖ User can register and login to the website.
❖ User can buy a subscription plan as per his requirements.
❖ The various subscription / membership plans are managed through the wordpress admin.
❖ The membership is managed through Stripe and we have implemented special membership modules in wordpress for the same to manage membership renewal, expiry, etc.
❖ The managing of various SEO tool details like their URL, login details, etc is also done through the wordpress.

The chrome extension handled the following:

❖ There were two chrome extensions developed. Though the core functionality was only in one extension, the purpose of having two extensions was in case one was disabled / removed, the user would be logged out of all the SEO tools and he/she would be able to access it only if both the extensions are installed on the user's browser.
❖ In order for the user to be able to access the SEO tools, the following were required:
  ▪ Both the extensions should be installed
  ▪ After installation the user login details for the wordpress application should be loaded into the browser.
  ▪ User should have a membership.

- The membership should not have expired or cancelled.
❖ If all of the requirements are met then the user can just load the URL of the respective SEO tools into the browser and he/she would be logged in automatically.
❖ A few extra steps were coded to support the logging into the respective SEO tools like setting the server cookie, filling up of captcha, etc.
❖ Other than this the login details of the SEO tools could be updated through the wordpress admin. In order to update the same, the extension had an "Update Credentials" button available, which when clicked would update the credentials into the extension. For any SEO tool for which the login details have actually been changed for the same the user would be logged out and logged in again with the updated credentials.
❖ On disabling or removing any extension, the user is logged out of all the SEO tools and the logout screen for the each of them is opened in the browser.

Our Process – How did we do it?

Login

Login

  👤 Username or Email

  🔑 Password

☐ Remember me

Login

Forgot Password?

Don't have an account!

Sign Up

-

Update Credentials

The Results and the Benefits

With the MVP released before Christmas, the client was able to get many customers on board and the application already has more than 200 users and the overall monthly revenue already exceeds $20000. The main success factor was being able to go live in a very short span of time and that too when the project involved implementing some very complex functionality. The Go-live was done with 3 main SEO tools and after that 3 more SEO tools have been added. The application continues to evolve as well as the user base which makes the project a great success for the client as well as Technousa.

To know how we can do more for your business, contact us at any of the following:

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