

# Modernizing an Online Business Directory

## Rebuilding a Legacy Directory for Performance, Scale, and Smarter Ad Delivery

A major online directory serving thousands of businesses and users daily rebuilt on Drupal CMS with custom plugins, advanced search, and a fully responsive UI for operators and consumers alike.

### Executive Summary

A major online directory connecting consumers with service providers partnered with our team to modernize their platform. The existing system struggled with performance and scalability due to legacy infrastructure — limiting search speed, ad visibility, and the ability to grow listings without degradation.

EvvoMobility rebuilt the platform on Drupal CMS, delivering custom listing and ad management plugins, a filter-based advanced search engine, and a fully responsive UI. Admins now manage everything from a single intuitive interface with no coding required.

### About the Client

#### Industry

Online Directory / Digital Services

#### Organisation Type

Private, Consumer-facing Platform

#### Scale

Thousands of businesses & users daily

#### Objective

Improve search performance, enhance ad visibility, and scale the platform as listings and user traffic continue to grow.

### Business Context

The client's directory serves thousands of businesses and users every day — acting as a key bridge between consumers and local service providers. However, legacy systems built years earlier were struggling to keep up with growing traffic, expanding listings, and rising user expectations for fast, relevant search results.

The goal was a modernised platform capable of:

#### Improved Search Performance

Fast, filter-based search at scale

#### Enhanced Ad Visibility

Higher click-through with curated placement

#### Scalable Architecture

Grow listings without performance degradation

### Key Challenges

The client's legacy platform imposed hard limits on growth, discoverability, and revenue — making a full modernisation essential rather than optional.

1. Slow search performance degrading user experience as the listings database grew.
2. Legacy CMS with no flexibility for custom listing types or ad formats.
3. Ad placements were static and poorly targeted, resulting in low click-through rates.
4. Platform not optimised for mobile, poor responsiveness across devices.
5. Admin interface required developer involvement for routine content updates.
6. No filter-based search capability, limiting users' ability to find relevant results.
7. Difficulty onboarding new business listings at scale without manual intervention.
8. No performance analytics or reporting tools for ad campaigns or search behaviour.

### Our Approach — Human Centred, Data-Driven

We rebuilt the platform from the ground up using Drupal CMS as the foundation, prioritising performance, flexibility, and ease of use for both end users and admins. Custom plugins, a modern search engine, and a fully responsive UI were delivered through an iterative, stakeholder-aligned build process.

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## The Solution — Modernised Online Business Directory

EvvoMobility rebuilt the platform on Drupal CMS for flexibility and scalability, delivering custom plugins for listings and ad management, an advanced filter-based search engine, and a responsive UI across all devices.

### How It Works

Users can search quickly using filters, view curated ads, and access targeted listings relevant to their needs. Admins manage all listings, ads, and content from a single intuitive interface with no coding required for routine updates.

### Solution Highlights

#### Drupal CMS Foundation

Rebuilt on Drupal for maximum flexibility, extensibility, and long-term scalability as listings and users grow.

#### Custom Listings Plugin

Purpose-built plugin supporting multiple listing types, rich business profiles, and structured data for better search visibility.

#### Ad Management Plugin

Custom ad engine enabling targeted placements, campaign scheduling, and performance tracking from the admin dashboard.

#### Advanced Filter-Based Search

Multi-parameter search with category, location, and keyword filters delivering faster, more relevant results to users.

#### Responsive UI Across All Devices

Fully optimised interface for desktop, tablet, and mobile ensuring a consistent experience for all users.

#### Intuitive Admin Interface

Single dashboard for managing all listings, ads, and content, no developer involvement needed for day-to-day operations.

### Key Technologies Used

- 1. Drupal CMS** Open-source enterprise CMS providing a flexible, module-based architecture for listings, ads, and content management.
  - 2. PHP & MySQL Backend** Server-side logic and relational database powering search queries, ad delivery, and listing management at scale.
  - 3. Custom-Built Plugins for Listings & Ads** Bespoke Drupal modules handling business listings, ad placement logic, campaign management, and performance reporting.
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## Results & Business Impact

The modernised directory delivered immediate, measurable improvements across search performance, advertising effectiveness, and business growth transforming the platform into a scalable, revenue-generating asset.

Performance Metric	Before	After	Impact
Search Performance	Slow / degrading	<b>50% faster</b>	50% improvement
Ad Click-Through Rate	Low engagement	<b>+60% CTR uplift</b>	60% higher CTR
Business Sign-Ups	Baseline	<b>+35% growth</b>	35% more listings
Admin Content Updates	Developer required	<b>Self-serve dashboard</b>	Zero dev overhead
Mobile Experience	Poor / non-responsive	<b>Fully responsive</b>	All-device support

*"Our new platform feels faster, smarter, and easier for both users and partners."*

**- Client, Major Online Business Directory**

## Roadmap & Future Enhancements

The platform is built for continuous evolution — with AI-powered discovery, richer analytics, and deeper integration planned to drive the next phase of growth.

### 1. AI-Powered Search & Recommendations

Personalise search results and surface relevant listings based on user behaviour and intent signals.

### 2. Programmatic Ad Engine

Introduce dynamic, auction-based ad placement to maximise revenue and advertiser ROI across the directory.

### 3. Business Analytics Dashboard

Give businesses real-time visibility into listing views, ad performance, and customer engagement metrics.

### 4. API-First Architecture

Open the platform to third-party integrations — enabling data exchange with CRMs, booking systems, and review platforms.

### 5. Review & Rating System

Allow users to leave verified reviews on business listings, increasing trust and time-on-site.

### 6. Multi-Region & Multi-Language Support

Expand directory coverage across regions with localised content, language switching, and geo-targeted search.



Let's connect and collaborate.

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