Abstract
The goal of this project was to redesign RealPage’s blog, propertymanagementinsider.com for better usability and quality. From this blog, RealPage hopes to gain customers by having them sign up to their newsletter. RealPage is also able to advertise the different services they offer. Our solution was to use Wordpress as the content management system and front end languages such as PHP, HTML, and CSS to design the website. The conclusion of this project resulted in a higher quality design as well as a better UI/UX. We helped incorporate a more intuitive subscription section, along with highlighting authors and the articles they created.

Architecture
This was a website built off of Wordpress and several languages.
Backend
- WordPress built in functionality
- MySQL for the database
Front-End
- PHP
- HTML
- CSS
- Bootstrap framework
Our work was evaluated based on feedback from our mentor and team. The metrics were purely empirical as the redesign involved incorporating aspects they found important.

Impact
The blog, propertymanagementinsider.com allows potential customers a single location to view these articles and get a feel for what RealPage offers. Ultimately, the goal of the website is to have clients sign up for the news letter, registering them in the RealPage database. This is done by a subscription box from various locations on the blog. With this, RealPage can expand their customer base and get the word out on new developments inside the property management business. They are also able to advertise their web series, different services they provide, and ultimately, the yearly conference for different property management organizations.

Summary
This project was about redesign the blog website for RealPage's blog website, propertymanagementinsider.com. As mentioned, this website is used by RealPage to post articles about common issues and topics in property management. Also, the goal of the website is to have visitors sign up the RealPage's news letter. This news letter will allow RealPage to promote aspects of their company such as a web series, different services, and a yearly conference about property management. By redesigning the website, we created a more streamline and user friendly method to sign up for the newsletter. Also, we made the layout more appealing allowing users to easily read and share articles. This should ultimately increase the user base for RealPage, increasing their advertisement revenue, and provide more potential customers for their services.