

## Case Study - David Dike Fine Art

Contributed by David R Jennings  
Wednesday, 22 November 2006

DDFA, David Dike Fine Art Gallery, located in uptown Dallas showcases the finest in American and Southwestern fine art. Their need for a new Web site included a database driven site to enhance their marketing and online auction programs.

### Problem:

Bauart was asked to update the original DDFA Website so that a new site could more easily showcase their Fine Art, regular exhibits, online auctions, email blast, as well as support their traditional promotions. David and his team were satisfied with the design of their existing site, which had a limited content management system, but the site answered none of their marketing needs. They wanted to make quick changes, updates and regular changes.

### Solution:

Bauart recommended moving DDFA from their limited website content management system to the open source ((Joomla)) Content Management System. Joomla offered a clean CMS with the strength for DDFA to add online auctions, newsletters, eblast, and create weekly marketing updates.

Bauart also enhanced their Search Engine Optimization and help to increase their site traffic by tying DDFA in the local, regional, and national art markets.

In addition Bauart smoothed out the design of their previous site to freshen the look. We also added new categories, an event calendar, and sub-domains for their their fine art group, ((The Texas Five))

[Click Here to Visit the David Dike Fine Art Website](#)