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Dynamic Advertising and Design takes Indiana Live! Casino to a New Level in Web Design

Galloway, NJ – After the more than successful launch of www.indianalivecasino.com, Indiana Live! Casino's website in 2008, Dynamic Advertising and Design announced that it has redesigned the site with a modern, more interactive look. The site is a custom design using breadcrumb navigation and an emphasis on imagery and promotional hype.

Dynamic Advertising and design launched the site both on time and under budget within the limited time window of just eight weeks.

What makes this site most unique is the use of the powerful Joomla Content Management System (CMS). While the site is a mixture of hypertext markup language (HTML) and Hypertext Preprocessor (PHP), (intricate web design code for those who don't know), 90 percent of it is editable by the Indiana Live! Casino staff on property. There is no longer the need for the casino to wait for third party updates.

Additionally, with different levels of administrative access, multiple staff members can access and update the site, giving casino administrators the ability to review, edit and finally approve content for publishing. The editing includes all text, images and page layout. All content management is done through the browser, with no additional software or licensing, and with the click of a button.

Content Management Systems and the latest trend in web development, giving the clients the benefit of a custom website design coupled with instant, independent access to their website updates, and immeasurable long term cost savings.

About Indiana Live! Casino:

Indiana Live! Casino is owned by Indiana Downs, LLC. The project is being developed by the Baltimore, Maryland developer, the Cordish Company. The casino is being managed by The Cordish Company- Gaming Operations, CEO/Partner Dennis Gomes.

About Dynamic Advertising and Design:

Dynamic Advertising and Design, located in Smithville, is a full service agency specializing in the latest technologies - digital signage, in-house TV networks, e-marketing, website development, voice over work, podcasts and cutting edge creative design. Founded in 2004, the company serves as the primary multimedia provider for several of Atlantic City's Casino properties and other local organizations.

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