



**Collaborated with Eastern Enterprise for their agile IT needs to increase traffic and the user base of their web application**



## ABOUT HOUSING ANYWHERE

HousingAnywhere is the international student housing platform for exchange, internship, volunteer, or working students alike. It is a global platform that brings together demand and supply of short stay student housing. HousingAnywhere originally started as a platform where outgoing exchange students could rent their rooms out when they go abroad and incoming exchange students could remotely find availability. The main aim of the company was to increase the current housing options and help more international students with their housing needs.

## PROJECT CHALLENGE

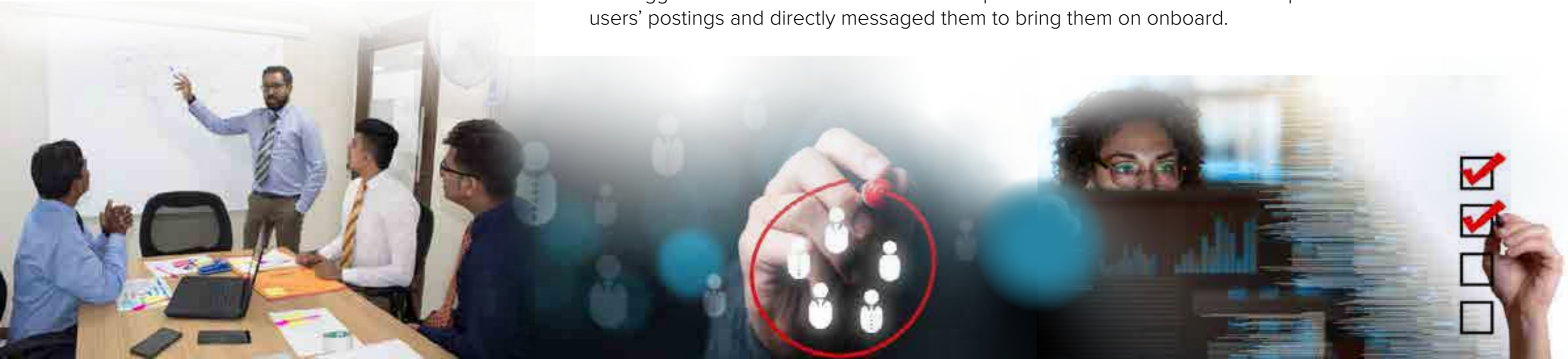
The client's website required lot of continuous support for bringing new users on board. They were also facing tough competition in several countries outside of the Netherlands and wanted to increase their user base. They approached Eastern Enterprise as a partner who could speak the language of startups and take them to the next level.



## OUR SOLUTION

To ensure there was a common understanding of the project goals, we began by sitting with the project owner and listening to their pain points and goals.

We suggested a few tweaks and fixed their problems in no time. We also setup a team of 3 resources to track the users' postings and directly messaged them to bring them on onboard.



## TECHNOLOGY STACK

Eastern Enterprise proposed the following technologies to easily reach the requested functions:



FACEBOOK API  
INTEGRATION



HTML5



MYSQL 5.7



GOOGLE ANALYTICS

## KEY BENEFITS



Affordable and cost-effective.



Easy to manage and update the website from the back end using a content management system



Mobile ready solution with responsive layouts.

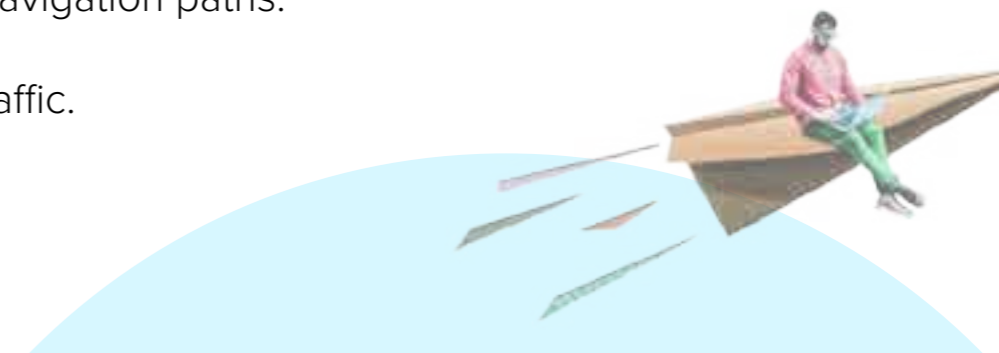


Better user experience with minimalistic navigation structure and design.

## END RESULT



- ✓ The client was extremely pleased with the project outcome as our work led to:
- ✓ Better engagement from the website visitors.
- ✓ Improved user experience through a faster loading website.
- ✓ Faster interactions through more intuitive navigation paths.
- ✓ Increase in the volume of quality organic traffic.
- ✓ Increase in visitors from search engines.



## TESTIMONIAL



**Niels van Deuren,**  
Co-Founder, HousingAnywhere.com

Eastern Enterprise is definitely a suitable IT partner that thinks with you. Eastern Enterprise has provided the necessary support throughout the entire process and the communication went smoothly. We were well aware of the project status and the agreed deadlines were met. We especially liked the flexible operation.

For more information

Visit our website: [www.easternenterprise.com](http://www.easternenterprise.com)

Contact Us: [marketing@easternenterprise.com](mailto:marketing@easternenterprise.com) | +31-74-2591801

Stay connected 