

weband

# Feed of News Embedded to the Website

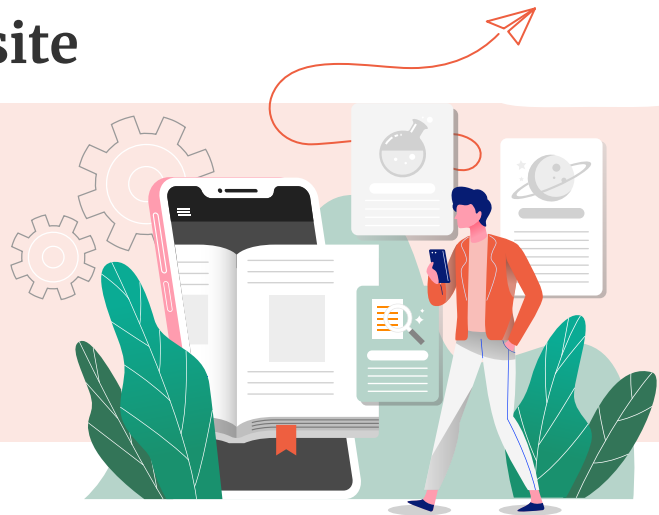


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# Feed of News Embedded to the Website

Industry:  
**Information (news)**

Customer's web-site:  
**Under NDA**



## Project's Mission

News feed which is embedded on the website. News itself can consist of posts from different social networks, from various video hosters, posts created manually, etc.



## Problems

Huge amounts of time spent to place news posts on the website, gather it from different sources, keep them up to date. Add automatization to this process, get rid of manual work, release some extra human time, make it user friendly.



## Solution

Automate the process of gathering social media posts and creation of new ones. Javascript was used as it allows to generate specific markup on the customers page, make AJAX requests for data, make fetched content SEO-friendly. Shadow DOM technology was used to encapsulate the content inside, isolate it from the impact of styles of customer page and at the same time save the ability of content inside to be crawled by search engines. Functionality was covered with unit tests to allow continuous enhancement and evolving of the product.



**pug**

