

Modera social media driven CMS powers Hannahsite.com ahead of UK tour

Date: 11-24-2008 12:24 PM CET

Category: [Leisure, Entertainment, Miscellaneous](#)

Press release from: [Modera](#)

Agency: **Elemental**



Content management system (CMS) company Modera release singer/songwriter Hannah's new website ahead of UK tour

22 November 2008, London, UK ---- Content management software specialists Modera has released singer/songwriter Hannah's new website hannahsite.com.

The Hannah site launch happens in conjunction with the promotion of the Jason Donovan UK tour, where Hannah makes an appearance as a special guest. The tour starts on 27 November at Rhyl and will round up on 19 December at the Hammersmith Apollo in London, covering a total of 18 cities.

The original Hannah site launched in 2002, and has undergone two other makeovers prior to the new version which was built in partnership with Hannah's digital marketing team Million Media, and record label, SnowDog Records.

Ander Ild, chief executive officer at SnowDog Records says, "Working in conjunction with Million Media and Modera, we were able to build a new website for Hannah quickly and easily. The new website makes clever use of technology, and ensures that it best represents the unique style of Hannah."

Neil Cartwright, founder of Million Media comments, "As Hannah's popularity grows throughout Europe – particularly as she is about to embark on a UK tour - it was very important that the website be brought up to date and have a new look and feel to match the singers style and increased visibility. With Modera's CMS, we are able to ensure that the website is kept up to date, and that fans feel confident they are always receiving the latest news from Hannah."

The Hannahsite.com allows the singers fans to better connect with her, and keep up to date with her latest activities. The website also includes a full discography, a photo library and blog, where Hannah communicates with her fans directly is powered by Modera Webmaster Professional content management system (CMS) and makes the best use of XHTML, AJAX and Flash in order to ensure that the site is both user and search engine friendly.

Siim Vips, CEO at Modera explains, "Using a Music Player management module, Hannah's team are able to upload new songs, create playlists and update the dynamic Flash player. Hannah's site also had a custom built concert module added in, which means that fans are able to view her latest concerts and click through to a third party to purchase tickets easily."

----Ends----

----Notes to editors----

The media spokesperson for Modera is Siim Vips, CEO.

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This press release is available in PDF, plain text and Word formats. Photographs are available of the Modera team.

About Modera

Modera is a global software company specialising in content management software development that constantly challenges the technology and clients environments to deliver superior solutions that meet expectations. Modera operates in over 20 countries including the UK, Spain, Hong Kong and the USA, with headquarters in Estonia.

Backed by 24-hour support and a vast partner network, Modera takes the hassle out of content management with its cost-effective webmaster, intranet and extranet product line. Whether taken separately or together as a complete interconnected product, these tools are fast, secure, simple-to-use modular in design making them highly flexible and are competitively priced.

Simple to install and maintain, Modera's scalable service caters for SMEs through to large organisations that require products to service bespoke individual needs. Its clients include established and well-known brands such as Citizen Watches, Group 4 Securicor (GS4) Hong Kong Express Airline, Jamiroquai.com, Nissan and The Mama Group Plc.

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