

## New fresh look for iafrica.com



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In response to web design improvements and the need to optimise or remove specific content sections to reflect how both readers and advertisers use the site, iafrica.com has completed a design refresh. Along with the reorganising of content and the optimised advertising targeting, visitors will experience cosmetic changes to the design of the website. The business area has expanded its inventory by incorporating previously separate, but relevant sections such as property and personal finance and the site introduces new elements that give readers better access to the feature content published on sections such as travel and lifestyle. In addition, the content management system (CMS) is now further optimised to deliver the most effective campaigns possible.

For more, visit: <https://www.bizcommunity.com>