

- Situation**
- A not-for-profit organization has a mission of strengthening parenting and preventing child abuse
  - The old website lacked the ability to address individual audience needs
  - The site was more informational in nature and did not effectively engage users in the organization's mission
  - The organization had no way to easily update the site
- Objectives**
- Develop a site that has a clean, professional look to better reflect the size and status of the organization
  - Identify and meet the needs of the participants and donors in order to increase interaction and involvement with the organization
  - Implement a content management system that enables frequent updates and real-time addition of new sections and content
  - Unify and streamline messages across the site
- Approach**
- Identify the appropriate content management system that meets the organization's needs
  - Develop overall site performance requirements and create the sitemap and design to support these requirements
  - Analyze content, unify messaging, and load content into the site content management system
  - Develop and integrate a customized SEO strategy and tactics
  - Review and revise the site to ensure improved site function performance
- Results**
- Users and board members provided favorable reviews of the new site
  - Site traffic increased by 60% after initial site launch
  - Donations to the organization increased by more than 250%
  - Upcoming events will use the site as the primary communications vehicle eliminating the need for expensive mailings