Situation

- The organization's website was built in outdated, inflexible technology that made updating cumbersome and time-consuming
- The site also did not get good feedback from guests or donors
- The HHH required a self-maintainable site that would reduce administrative strain and also result in a significant increase in referrals and occupancy

Objectives

- Convey the organization's value proposition and perform better in search engines
- Develop a site architecture and information hierarchy that is easy to navigate and use
- Increase target audience interaction and information requests, supported by data capture tools
- Drive donations by utilizing available web tools and capabilities to position the site as the primary communication tool
- Create a site that can easily support new programs, registration forms, events, maps, social media elements (such as Facebook, Twitter, and LinkedIn) and targeted marketing campaigns
- Reduce administrative strain by through process optimization and automation
- Increase traffic to the site through incorporation of SEO best practices

Approach

- Design a site that incorporates the organization's brand identity and reflects the level of professionalism the organization maintains
- Develop and design content that reaches the organization's multiple target audiences
- Drive donations through calls to action, data capture tools and organization of site
- Implement a sound foundation for SEO optimization by converting the current site into a dynamic content management system and develop all of the meta-tags and forms

Results

- Real time content changes and updates can now be maintained by the organization's staff, in contrast to their previous website, which had not been updated in several years
- Occupancy increased to more than 95% within the first 3 months of site launch
- Online donations increased by more than 200% within the first 6 months of site launch
- Automation and integration of website forms has greatly reduced administrative strain
- Completed construction of a new facility and became the national model of care for HHHs

"We learned the value of having a vetted and experienced website developer do the job and the value of an appealing, thorough and easily navigable website as a marketing and development tool. Apexx was very thorough in its planning process, helping us to think about everything we wanted to convey with the new site. Their breadth and depth of talent on their team helped us to ensure a smooth and uninterrupted transfer from the old site to the new site."