



Success Story: Web Site Redesign

Summary:

TerpSys redesigned a web site, transforming it from a difficult-to-navigate site with outdated information and weak visual appeal, to an easy-to-use site with strong visual appeal.

Client: The Izaak Walton League of America (The League)

A conservation organization dedicated to common-sense solutions to protecting America's natural heritage and improving outdoor recreation opportunities.

Objectives:

- Improve online marketing and name recognition
- Increase membership by simplifying online membership enrollment
- Improve methods for members to receive both individual chapter and national League information
- Increase recognition and funding of their conservation programs

Challenge

The League needed their web site redesigned. The site was difficult to navigate, contained outdated information and lacked a strong visual appeal. The revamped site would serve as:

- A resource for current members, researchers and the press, to easily access information about current issues, activities and events in which the organization is involved.
- A "recruiting tool" to attract new members, particularly targeting young families in addition to their current demographic.

The League sought a cost-effective solution. They wanted a well-organized and visually interesting web site, showcasing The League's appealing services. The right solution also needed to seamlessly integrate e-commerce, donations, advocacy, event calendars and chapter searching, while enabling their staff to easily maintain the content themselves.

Solution

TerpSys developed an intuitive and appealing web site. First, our information architects developed a site structure and layout to better organize information for users.

Next, our design team combined The League's longstanding brand with large, vibrant images of outdoor activities, to retain brand-loyal members while attracting new members.

For the site's framework, our web developers used an open-source content management system called Typo3, enabling The League to:

- Eliminate software licensing costs
- Fully realize the capabilities and features requested by The League's members
- Allow The League's staff to make content changes quickly and easily with minimal technical training

We also integrated CapWiz as their third party-hosted advocacy solution and implemented an open-source package called ZenCart for their e-commerce needs.

Results

- Developed a powerful, attractive web site that was easy for both visitors and site administrators to use
- Enhanced profile of conservation programs to increase their recognition and funding

