



Success Story: Drupal Web Site for Premier Consultant to Nonprofits

Summary:

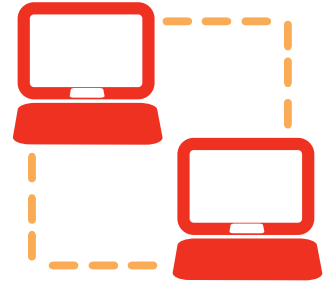
TerpSys[®] provided a new, visually engaging, highly intuitive and user-friendly Web site solution that could be easily updated by the client's in-house staff.

Client: Orr Associates, Inc. (OAI)

One of Washington, D.C.'s leading consultants serving a nonprofit clientele, OAI's wide-ranging services includes strategic planning, board development, and management of capital development, campaigns, and special events.

Objectives:

- Improve visual appeal and overall Web presence
- Leverage the existing client brand
- Provide direct access to client news items and success stories
- Provide calendar of upcoming events



Challenge

The client's existing Web site had a dated appearance, a non-intuitive architecture, and did not provide easy-to-use tools for staff to perform routine maintenance. In addition to creating a more visually attractive "look and feel," it was imperative that the site be easily navigable by the client's staff, customers, potential customers and the general public.

To that end, it would be necessary to provide improved access to information through redesigned Information Architecture and screen layouts. The new site had to empower OAI staff to update and maintain Web site content on a routine basis without the need for external expert support.

The client also wanted to integrate online newsletter sign-up capability with its existing newsletter service, as well as ensure that the site would be capable of providing OAI with a robust blog capability at some time in the future when they would be prepared to support that function.

Solution

TerpSys brainstormed with the client to determine OAI's precise needs and priorities. Key to the process was the development of a versatile, user-friendly Information Architecture which would take into account the site's varied audiences, organization of Web site content, site map, and wireframes.

With the client's concurrence, TerpSys went with a Drupal 6.0 Open Source CMS technology platform to ensure that the new site would have all the current capabilities the client desired while maximizing the possibilities for future site enhancement. The new site, which client staff could update on their own, featured an attractive and easily navigable visual design with "concept-related" home page imagery designed to promote OAI brand awareness.

As a final touch, TerpSys performed a "Search Engine Optimization Analysis," including a diagnostic review of appropriate search terms and meta data, page titles, and content keywords, which effectively raised OAI's profile on the Web.

Results

- Developed attractive new Web site that met or exceeded client expectations
- Delivered Web site on time and on budget
- Enhanced client's internal control of Web site content and management
- A delighted customer:

"Just a little note from the OAI team to say how happy we are with our new Web site! It reflects who we are and what we do to a tee. When I think back to the brainstorming we did in July, it is amazing how much of the original vision for the site has remained intact in the final product. Thank you for your hard work and dedication to this project!"

– Danielle Frottier,
Department Head,
Orr Associates, Inc.