

# National Historic Site & Event Venue

## CASE STUDY

A national historic site and event venue wanted to update their website with a modern design to improve both performance and user experience. Their goal was to create a stronger first impression, highlight their services more effectively, and drive more quality traffic to their Foundation page to boost donations.

## STRATEGY

To help the client achieve their goals and address key challenges, our Postmedia Solutions team prepared a comprehensive strategic marketing plan that focused on enhancing the website's performance, user experience, and overall effectiveness in driving engagement and conversions. The plan included the following key elements:

- Developed an intuitive website layout and navigation to enhance the user experience.
- Created concise, SEO-optimized copy for each page to improve search engine visibility.
- Integrated rich media elements throughout the site to provide a more engaging experience.
- Designed a compelling user experience aimed at driving subscription sign-ups.
- Conducted thorough quality assurance testing to ensure the website's performance across all devices and browsers.
- Launched the website with ongoing support and maintenance to ensure optimal performance at all times.



## RESULTS

Postmedia delivered a redesigned website that improved user experience and made navigation more intuitive. The site's responsive design provided a consistent experience across all devices. As a result, traffic to the donations page increased, and site speed improved by 96%. The updated site also contributed to a 4x increase in mailing list subscriptions, helping the client reach a broader audience.

**96%**

INCREASE IN SITE  
SPEED PERFORMANCE

**4x**

INCREASE IN MAILING  
LIST SUBSCRIPTIONS