

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