



THE CHALLENGE

To increase online visitor and potential customer engagement, The Pageant sought an enhancement of its website design, user interface and navigation strategy. The premier venue's marketing team also requested a powerful content management system to allow for more streamlined and efficient website updates.



DIGITAL STRATEGY



UI/UX DESIGN



FRONT END DEVELOPMENT



WEB APP DEVELOPMENT

THE SOLUTION

As a result of a strategic consulting period, SteadyRain outlined goals for the new website and determined enhanced functionality for visitors. The Pageant's new website launched in late 2013 with a custom user interface design and a strategic DNN Evoq Content implementation.

Its updated features include the following:

- Sophisticated set of custom DNN modules allowing for uncomplicated content creation and scheduling of shows
- Archival band database for the venue that includes dedicated profile pages for bands to help expand website content and increase organic search traffic
- Image galleries highlighting each show

RESULTS



The strategic website design increased visitor engagement with a database of band information



The DNN Evoq Content implementation increased content management efficiency with custom DNN modules