



Case Study: A Mobile and Social Focus

Engage Helps Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD) Launch Responsive Site with New Online Social Community

At a Glance:

Background

- CHADD is a national nonprofit organization that improves the lives of people affected by ADHD through education, advocacy, and support.
- Founded in 1987 and headquartered in Lanham, Maryland, CHADD has 12,000+ members.

Challenges

- CHADD's website was not optimized for browsing across the device landscape.
- CHADD's online social community lacked the flexibility and integration with its website to optimally serve both members and the general public.

Solution

- A responsive website, built by Engage using a DNN skin.
- A new online social community powered by DNN's Evoq™ Engage.

Results

- CHADD increased its mobile traffic by 32% and experienced a 42% growth in new mobile users.
- CHADD is regularly engaging visitors from the general public with its online social community.

Full Case Study:

Background

Children and Adults with Attention-Deficit/Hyperactivity Disorder (CHADD) is a national nonprofit that improves the lives of people affected by ADHD through education, advocacy, and support. CHADD is in the forefront in creating and implementing programs and services in response to the needs of adults and families affected by ADHD through collaborative partnerships, including training for parents and K-12 educators, hosting educational webinars and workshops, acting as a national resource for the latest evidence-based ADHD information, and providing information specialists to support the ADHD community. Headquartered in Lanham, Maryland, CHADD was founded in 1987 in response to the frustration and sense of isolation experienced by parents and their children with ADHD. Today, CHADD has more than 7,000 members.

Challenges

With the mission to serve as an educational resource and provide support for those affected by ADHD, CHADD knew that its website was key in reaching not only its members, but also the general public. However, CHADD's current website was not optimized for mobile browsing. In a day and age when more than 60% of web traffic comes from a mobile device, CHADD wanted to ensure that visitors could easily and conveniently navigate its site – whether they are using a smartphone, tablet, or desktop computer.

Along with making its website mobile-friendly, CHADD wanted to replace its existing social community with a more flexible platform that would integrate seamlessly with its website to provide additional benefits to members and nonmembers alike. At the time, CHADD's social community was open to members only and fell short when it came to enticing visitors to use it. Also, the community was hosted on a different domain, so CHADD risked losing visitors from its main site, which could negatively affect its search engine rankings.

Arlene Pisano, CHADD's webmaster, said, "We knew that if we were going to redo our social community, we really needed to catch people's eyes with something that's different. We wanted to liven up our site, make it responsive and develop our communities all at one time."

Solution

Leveraging a DNN skin, Engage made CHADD's site responsive, while maintaining a design consistent with CHADD's branding.

Then, Engage implemented a new social platform, DNN Evoq™ Engage. Tightly integrated with CHADD's website, the Evoq-powered social community would keep visitors on the website and create a consistent brand experience that the previous externally hosted community could not provide. Also, using Evoq's easily configurable user roles and permissions, Engage helped CHADD make many educational resources available to all site visitors, while still giving members access to exclusive features like discussion groups and private chat areas.

Results

Since launching its responsive website, CHADD has experienced a significant uptick in mobile traffic, meaning that it is reaching and engaging additional visitors. In a year over year comparison, CHADD's mobile traffic increased by 32%, with a 42% growth in new mobile users. CHADD's tablet traffic also grew by 13%, while the bounce rate for both mobile and tablet users dropped.

With its new online social community, CHADD is supporting its strategy of expanding its reach to the general public. The public-facing side of the community gets activity on a daily basis, and many users are answering one another's questions directly within the discussion boards. Therefore, users do not have to solicit help from CHADD's already busy volunteers.

"Engage's team provided the expertise to help make our site responsive, fully integrate our social community, and get everything up and running," Pisano concluded. "We have been pleased to see such a dramatic increase in mobile users – and even the number of new mobile users. Moving forward, we are hoping to see even more involvement with our social community, especially during the school year."