

Case Study: A Lesson in Content Management

Engage redesigns, restructures large, academic association's website and integrates association management software to optimize the member experience

At a Glance:

Background & Challenges

- A large, academic association's existing website was static with a growing number of pages of content in need of restructuring.
- Needed a flexible CMS that could integrate seamlessly with Protech's AMS.
- Sought to increase online transactions and improve the member experience.

Solution

- Engage's web design, development, and integration expertise.
- Migration to the DNN-powered Evoq™ CMS.
- Full integration of the CMS with Protech's AMS.

Results

- Improved site functionality to enhance members' online experience and decrease complaints.
- Increased online transactions due to AMS integration, with 54% of event registrations coming from the website since January 2014.
- Boosted enrollment by 46% and saved time in back-end registration processing.
- Experience its best-ever turnout at its annual conference with 500 attendees – 58% of whom registered online.

Full Case Study:

Challenges

For a large, academic association, a project to implement new association management software (AMS) turned into an opportunity for a website overhaul. The association's static, HTML-based website not only needed a new look and feel, but also required the reorganization of its content – the organization noticed that visitors often left the site if they were unable to quickly find the information they sought.

With more than 3,000 pages of content, the association needed a flexible content management system (CMS) that would integrate seamlessly with its AMS, allowing the association to better serve its members with smoother online transactions, seamless on-site event registrations, greater information-sharing capabilities, and convenient self-service options.

Solution

The association's AMS provider, [Protech Associates, Inc.](#), recommended its partner, [Engage](#), to lead the redesign and restructuring of its website. Engage recommended and implemented DNN-powered Evoq™ CMS, which met the association's need for flexibility.

Engage worked closely with the association to restructure content with the user in mind, converting approximately 10,000 pages and documents from HTML into ASPX and importing them into the CMS. On the design side, Engage created a completely new aesthetic look, focusing on a clean design and an improved user interface.

Most importantly, Engage successfully integrated the new website with Protech's AMS, Protech Cloud Business Solutions, which included MX Online, an e-commerce solution that provides enhanced online services to members through dynamic, personalized and relevant content. In just three months, the association's new website, complete with the new CMS and AMS, went live.

Results

The association's redesigned and restructured website has positively impacted the organization. Because content is optimally organized, site visitors are staying on pages longer and branching out to additional pages if they are unable to find exactly what they are looking for on their first search. There has also been a decrease in complaints, demonstrating a greater level of member satisfaction.

Many of the key benefits stem from Engage's technical expertise and ability to fully integrate Protech's AMS. As a result, the association achieved its goal of increasing online transaction rates for event registrations. In 2014, 54% of event registrations have come from the website, while 73% of registrations for the 10 regional events were performed online – up from 30% in 2013. These increases are attributed in part to the site's increased functionality and ease of navigation – members are able to do more themselves, such as renew membership or update personal information. Also, the association reported an enrollment rate of more than 46%.

After these successes, the association contracted Engage once again. This time, Engage redesigned the website to make it responsive. Since then, the organization has experienced even more positive results. With the help of its user-friendly website and easy online registration process, the association held its most successful conference to date. Approximately 500 attended (its largest turnout to date), and about 58% of them registered online. The association also reported zero backlog in the registration process.

Today, Engage continues to serve as the primary technical advisor of this association's site, providing assistance as needed. Because of the scalability and extensibility of the DNN platform, the site will be able to grow with the association to ensure that it continues to meet its needs.