

A WEBSITE & CONTENT MODEL TO COMMUNICATE QUICKLY DURING A TOILET PAPER CRISIS

PROJECT COMPONENTS

- Content & Digital Strategy
- Ongoing Marketing & SEO
- Mobile First Design
- Drupal CMS
- Integration with AMS
- Training

OPPORTUNITY

The American Forest & Paper Association (AF&PA) had seven web properties—a formidable obstacle for creators, content managers, and user engagement. The organization needed a site that could track downloads of reports and surface important information to paid members through a seamless integration with its association management software (AMS). Could we streamline and simplify? The answer, of course, was Yes.

INSIGHT

With digital properties that had minimal cross-content integration, AF&PA staff had to know several different platforms to make content updates. Audiences were receiving too much or too little content. Creating and operationalizing a content model was essential to the success of this website redesign project.

SOLUTION

Our design is easy to navigate for both constituents and content administrators. Key decisions in the Information Architecture & Design process reduced the number of web properties from seven to three, merging those that had similar audiences and goals.

THE '&' IDEA

Yes& understands how the content creator experience directly affects the user experience. Stronger content management and delivery means stronger and more resonant content for the audience.

RESULTS

Early statistical results are telling – pageviews are up 78% and the number of users visiting the site increased by 121% over the same period last year. The percentage of visitors who leave the website before viewing another page on the site (the bounce rate) is down by 22%, illustrating that people are interested in exploring the site. With the previous site, users indicated that they had a hard time finding content they needed. These indicators show visitors are spending less time on the site looking for what they need and are finding content faster, and without having to dig through multiple pages to do so – session duration went down by 9% and pages/session decreased by 17%.

Engagement across all digital properties has also increased. On the website, the proportion of visitors who visit the website daily has increased 92% and those visiting bi-monthly to monthly went up by 21%. Social engagement is also on the rise. Just in the last month on Facebook, post engagement increased by 1094%.

78%

 Increase In
Pageviews

124.47%

 Increase In
New Users

21.82%

 Decrease In
Bounce Rate

