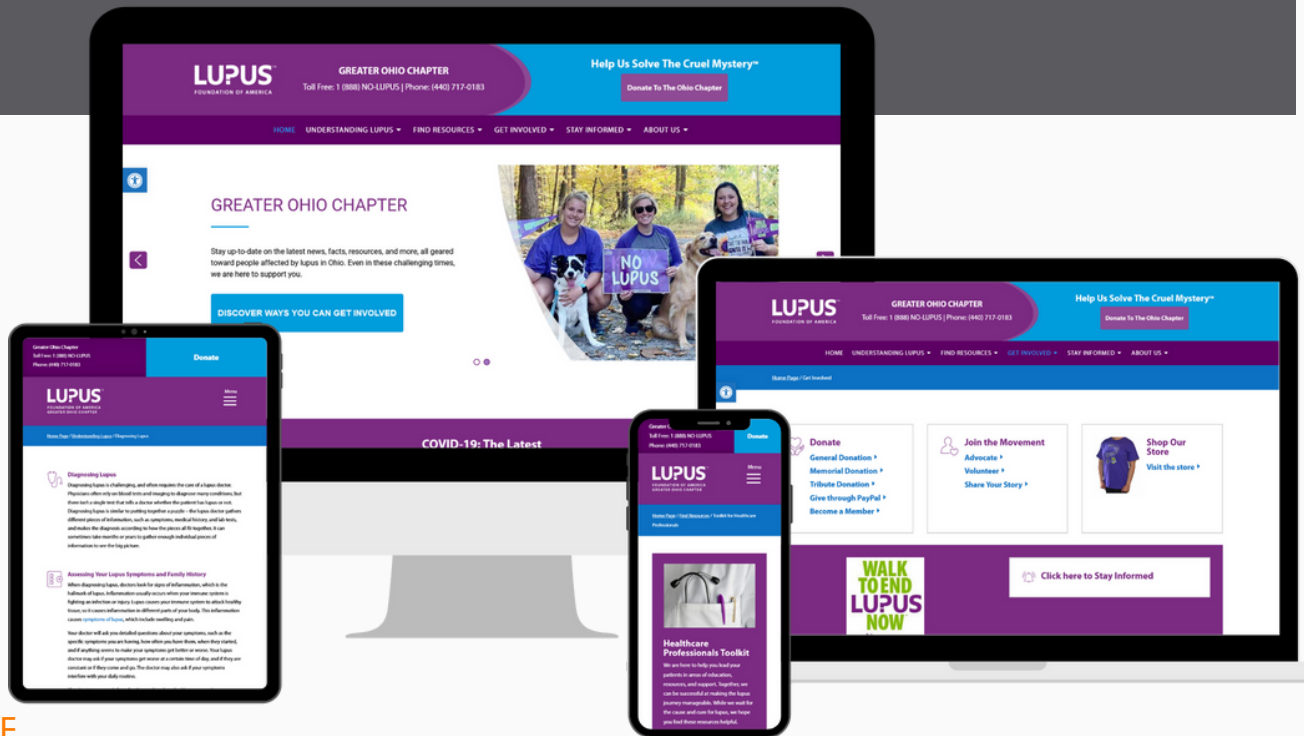


PROJECT OVERVIEW

The Lupus Foundation of America, Greater Ohio Chapter is a non-profit health organization that functions mainly with volunteers. All monies raised through membership dues, donations, and fundraising are utilized for educational programs and funding local lupus research projects.



THE CHALLENGE

Lupus of Greater Ohio Chapter wanted to create a website with content focused on the Greater Ohio region. The previous site was complicated to navigate as users had to click through a maze of links to find what they were looking for. A new website was needed to allow visitors to easily find upcoming events, donate, and engage with the Chapter.

Along with a poor visitor experience on the website, internally, the Ohio Chapter struggled with managing its content. Their previous content management system was not user-friendly and had many limitations.

Furthermore, the absence of accessibility was another issue. Accessibility was of the utmost importance because the website would serve as a library of resources for those who have Lupus. Many viewers who suffer from this disease need to find vital information easily.

The national website offers research news and many resources that the Ohio chapter wanted to make available to their region without either one of their websites being penalized by the search engines for duplicate content.



WEBSITE DESIGN PROCESS

We worked closely with Lupus Ohio Chapter to develop a strong wireframe structure that presented a clean and modern design unique from their parent foundation. The website structure offered ease of access to content. WordPress was used as their CMS to provide them great flexibility and freedom to manage their content. Additionally, we incorporated accessibility with a plugin that offers various options to assist different levels of disabilities.

We used RSS technology to display the desired content from the national website on the regional website to address the duplicate content concern. Using this method also protected the website from possible security vulnerabilities that usually result from other techniques.

THE RESULTS

We successfully delivered a website that considered accessibility and made locating content easy. The new website structure provided a clear call to action identifiers to meet the goals of donation and engagement. We were able to resolve the duplicate content concern so that blog posts could continue to be curated by the Lupus Foundation of America.



"Simply thrilled with the work IGV and the team did on our project. This is the second time we have worked with them and both times they brought their talented team to rise further than our expectations. Great job."

—Suzanne Tierney, CEO/President



WEB SERVICES

- Website Design
- WordPress
- CMS
- Website Hosting
- Website Security
- Website Maintenance
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