

Website

2017 Winner: National Athletic Trainers' Association

Entry Title: NATA Website Redesign

Project Overview/Elevator Pitch:

Member feedback indicated we needed to completely redesign our website to be a more valuable resource for our members and to better position our association as a leader in sports medicine. We entered into a partnership with LevelTen, an award-winning interactive agency specializing in the development of custom websites using the Drupal platform.

We consolidated more than 5,000 pages of content into a much more streamlined navigational structure with intuitive navigation. The most important and most complicated part of the project was integrating Single Sign On with our association management software to ensure our members would only need to log in once to access our family of websites housed on different platforms. By solving this problem, we eliminated their biggest complaint about the previous site.

Visually, we wanted to make sure our association's mission to advance athletic training was clear to all website visitors. We created a sleek, modern design that emphasizes the role of athletic trainers in health care. Unlike our previous iteration, our new website is responsive and works well on all mobile devices.

To improve our website's internal functionality, we created an administrative interface that allows more staff members to serve as content editors for the site. We greatly improved advertising opportunities and analytics to drive more digital sales.

The end result is a website that is both highly functional and visually appealing, a winning combination in the digital world. The website has received overwhelmingly positive feedback from our members, staff and external audiences.

Project Goals/Objectives:

OBJECTIVES

- Clearly position athletic trainers as health care professionals focused on musculoskeletal injury prevention, diagnosis and rehabilitation.
- Integrate single sign-on functionality with the current third party association management system to provide a seamless experience for visitors.
- Improve navigation flow based on key audiences.
- Organize and enhance website content to increase membership value.
- Create defined calls-to-action for site visitors.
- Adopt a user-friendly content management system that allows content managers to update and personalize content and experience for site visitors.
- Incorporate key sponsorship opportunities to increase ROI for online advertisers.

GOALS

- Redesign the site architecture and user experience to position the organization in a more professional manner that aligns with NATA's mission to foster the growth of the athletic training profession.
- Integrate single sign-on functionality with the association management software and NATA's additional websites, including its highly-trafficked Career Center hosted by a third party and its convention website, to ensure members only log in once to access all NATA digital properties.
- Develop a strategic mega menu that streamlines navigation and allows members and external audiences to easily access NATA resources, increasing the value of the website.
- Rebuild the website to Drupal 7 and make several significant improvements to the administrative interface so content managers and marketers can make updates easier. Develop content editor administration permission process to ensure all content is properly vetted before being published.
- As a part of the site redesign, recode the website on a responsive framework to enhance a mobile user's experience with the NATA brand.
- Implement tools to increase engagement on the website and enable committees to disseminate information to fellow members with specific interests or in particular settings.
- Create more in-depth integrations with Google Analytics to provide client with a better way of tracking and monitoring its content and users for sponsorship opportunities.

Strategy:

Research Tactics:

We worked with LevelTen to create result models, user models, personas and user stories to identify goals and understand all audiences served by our website. We analyzed competitor websites to understand our market and developed our information architecture, a map of the site structure that included site and page views.

Design Tactics:

After reviewing mood boards and developing a final design concept that aligned with NATA's branding and navigational goals, online branding guidelines were developed for the website to ensure design consistency post-launch. A specific design template for each level of navigation was implemented, along with breadcrumbs, to provide a consistent user experience across the website. The NATA blog was redesigned within the site's structure to incorporate visual branding from other NATA member publications.

Development and Implementation Tactics:

The website was built using Open Enterprise Pro, an enhanced version of Drupal. The platform was highly customized to our needs to address our goals related to advertiser website analytics and administrative interface for staff. Single sign-on was integrated into iMis, our AMS, to ensure ease of use for members. Sophisticated security measures were implemented to protect member information.

Website Content Tactics:

More than 5,000 pages of content from the other website was analyzed and organized into a completely new navigation to be more intuitive for members. An extensive mega menu was developed to allow users to see the entire site's content at a glance, minimizing unnecessary clicks and frustration. Custom content types were created so the website would have valuable features including a press room, e-newsletter integration and an enhanced blog with categories, related content, popular blogs and commenting via Disqus commenting engine. A member dashboard was developed to create a unique, targeted website experience for members allowing them to easily access frequently-visited resources and current news.

We focused our attention on metrics related to customer experience post-launch. During the first six months after the website went live, we saw page views increase by 24 percent while the average time on the site remained the same as before. A diagram of the user's journey on the site shows they are able to find much more information, much faster, which was the goal of our new navigation.

We're very excited to see our bounce rate decrease by 26 percent. Our bounce rate is currently 26 percent, which is significantly below the industry average of 40 percent.

We compared the average site visitor's user flow from our previous website to the new website, and those flow charts are very encouraging. Previously, our members struggled with using our navigation and would usually resort to just typing everything into the search bar. Now members are coming to the website and immediately logging in, which shows us that they crave the members-only information that we make readily available on the member dashboard. We can trace them traveling from the home page straight to the content they want to see instead of defaulting to our search bar. We are now keeping their attention when they reach our site and encouraging them to learn more, which achieves our goal for the branding and content of the website.

We have also seen an increase in return visitors to our site. Nearly 15% of our visitors return to the website for 26-100 more sessions, a direct indicator that they see value in our website.

Our new website has also received tremendous positive anecdotal feedback from our members. Interest was great in the project from the beginning; the tweet that announced the new website received 300% more engagements than our average tweet.

Association website

www.nata.org