

EDUCO Web Design review: University Website Development and Design

Project summary

🔧 Web development | 💰 \$10,000 to \$49,999 | 📅 Feb 27, 2014

Project summary:

The client is a Christian liberal arts university located in Illinois. In the process of rebranding, they needed a new website for their graduate school programs. EDUCO Web Design migrated the content and built out a new site using Drupal.

Feedback summary:

The client is very satisfied with EDUCO Web Design. Their new content management system is much easier for staff to use, and the website traffic has increased. EDUCO Web Design was very easy to work with and highly responsive throughout the process. The client would highly recommend EDUCO Web Design to others.

Metrics: In the first month, the site generated a significant increase in traffic, versus the same period in 2013: a 67% increase in Total Visits from 18,602 to 31,198, a 72% increase in Unique Visits from 15,804 to 27,253, an 84% increase in Visitors that stayed on the site from 4,662 to 8,612. The site also generated 483 Web based leads in the first month.

"I've done several Web redesigns in my experience, and this is by far the easiest company to work with."

Details:

BACKGROUND

Can you give a brief description of your company and your role?

I am the director of marketing for Olivet Nazarene University, particularly with our School of Graduate and Continuing Studies. Olivet is a Christian liberal arts university. Our main campus is about an hour south of Chicago, and we have offices and regional centers all around the Midwest. I handle the marketing for all of those sites.

OPPORTUNITY/CHALLENGE

What was the business challenge that you were trying to address when you approached EDUCO Web Design?

We had a very outdated website that was not conducive to our needs anymore. We had rebranded the graduate school about a year ago and the website was the last piece that needed to be updated in order to meet our needs.

Functionality wise, we were looking for a site that created a good user experience and ultimately got people to either fill out an inquiry card or apply to one of our programs online.

SOLUTION

Interview

Director of Marketing, Olivet Nazarene University

📍 Greater Chicago Area

Quality: ★★★★★
 Schedule: ★★★★★
 Cost: ★★★★★
 Overall rating: ★★★★★
 Willing to refer: ★★★★★

Can you tell us a little more about the scope of the work they did?

We worked with them to develop an entirely new website for the graduate school, so not the entire Olivet website, but the section for the graduate school. Our agency developed the overall design for it, and then we worked with EDUCO to execute that and actually build out the project. That was their role.

Did you use the same content management system as before or did you migrate to a new one?

We migrated to a new system. We're currently using Drupal, which was new for us.

Did they provide training and support for that?

Yes, we had extensive training with the Drupal system, which has been a huge help. It was definitely an upgrade from where we were at before, and it's so much more user friendly. They've continue to provide support as we've wrapped up the project and have any other questions, but we were equipped with the full training manual and had full training sessions.

What was your process for selecting EDUCO Web Design to work with in the first place?

Our ad agency had experience with EDUCO in the past, and we worked with them to select EDUCO. The overall feeling was that they would be a good fit for us, having dealt with education in the past.

Can you give a sense of the size of the initiative either in dollar terms or in a personnel work-hour figure?

It's around \$55,000, but that was to our agency. I'm not sure the exact breakdown of what was paid to EDUCO.

When was the website completed?

It went live just a month ago, so February 27 [of 2014].

RESULTS & FEEDBACK**What was the result of the work that they did? Are there any metrics that you can share or any feedback that indicate the success of the work?**

We're only a month out, so we're still gathering data. Initially, we saw a little bit of an increase overall in site traffic.

One of the biggest things was that we did not have a site that was optimized for mobile previously, so that was a big improvement. The duration of time on our site improved because of that, because about 72 percent of our users are using a mobile device. We have seen some increase with that, but I don't have a ton of data right now unfortunately.

Do you feel like Drupal is a good platform for your needs?

Yeah, it's been great. Compared to the system that we were using in the past, it's very user friendly. It's easy to navigate. Most of the updates we can maintain ourselves and with very little help with anyone in the IT field. I have no IT background, but just being able to edit content without having to work through some of the other channels that we had to in the past, that's been a huge improvement.

How would you describe EDUCO Web Design's performance?

They were great to work with. I was really impressed with them. Overall, they were very quick and attentive to our needs, so every time I have an update or a question, I received immediate feedback from them, which was great to work with. We had some changes occur throughout the process and just to know that they were always able to accommodate that for us was huge. I've done several Web redesigns in my experience, and this is by far the easiest company to work with.

Looking back, is there any area that you think EDUCO Web Design could improve on or that you would do differently?

I really don't have any improvements for them. They did a great job for us, and I can't think of anything.

To sum up, we have five questions and, for each, we ask that you rate EDUCO Web Design on a scale of one to five, with five being the best. What would you give them out of five for the quality of their work?

Five.

And for schedule as in being on time and meeting deadlines?

Four.

For cost as in value for your money and sticking with the original estimate?

Four.

An overall score?

Four and a half.

How likely, out of five, are you to recommend EDUCO Web Design to a colleague given the right circumstance?

Five.
