

Qualistar Case Study

Client:
Qualistar Early Learning Services

Site:
qualistar.org

Project:
Site Redesign & Content Management

The Challenge

- Poor usability
- Non-functional search tool
- Inflexible content management
- Outdated design
- Code not optimized for search engines
- No content distinction for target audiences



The Solution

Usability:

- Passed "30-Second Rule"
- Added breadcrumb trails to internal navigation
- Created standard navigation
- Moved search tool above the fold
- Calls-to-action more descriptive

Content Management:

- Added ability to create content on any page
- Moved offline processes online

Search Engine Friendliness:

- Rewrote all HTML to Structural CSS
- Added keywords to navigation

Content Targeting:

- Created separate content and navigation for distinct target audiences
- Removed all outdated styles

Outdated Design:

- Redesigned for target audiences
- Replaced stock photography



The Results

Usability:

- Higher number of registered users

Content Management:

- Streamlined processes resulted in 12% increase in employee efficiency

Search Engine:

- Increased organic search ranking resulting in 32% more site traffic

Outdated Design:

- More accessible, targeted design resulted in fewer user help requests