

Boosting Donations and Engagement Through a Website Redesign

OVERVIEW

A national historic site and event venue partnered with Postmedia to modernize its website, aiming to create a stronger first impression, improve user experience, and drive more quality traffic to its Foundation page to increase donations.

APPROACH

Postmedia developed a strategic website redesign focused on performance, engagement, and conversion. The new site featured an intuitive layout and simplified navigation to enhance usability. Concise, SEO-optimized copy improved search visibility, while rich media elements and a clean, responsive design created a more engaging experience across all devices. A refined user journey encouraged subscription sign-ups, and through quality assurance testing ensured reliable performance. Post-launch, Postmedia continued to provide support and maintenance to optimize long-term results.

CONCLUSION

The redesigned website delivered immediate improvements. Site speed performance increased by 96%, traffic to the donation page rose, and mailing list subscriptions grew by 4x. The refreshed experience now helps the client connect with a broader audience and drive greater impact through their Foundation.

96%

INCREASE IN SITE SPEED
PERFORMANCE

4x

INCREASE IN MAILING LIST
SUBSCRIPTIONS

