Validating Website Decisions With Data

The Need
- Improve visitor experience for different audiences
- Prove positive ROI on a tight budget
- Maintain consistency across multiple content contributors

The Process
- Used behavior data to validate website redesign decisions
- Added Siteimprove to development site to catch errors before launch
- Reorganized workload into weekly workflows

The Results
- Easy access to centralized behavior data
- More time to dedicate to accessibility and user data
- 96% decrease in broken links in first month

Organization
Fellowship Bible Church of Northwest Arkansas

Industry
Faith-Based Organization

Customer Since
2016

www.fellowshipnwa.org

Case Study
I have the numbers to back up the decisions and can explain why we’re making the changes we’re making. The data frees me up to do more meaningful work and spend less time guessing what people want on our website.

Keisha McKinney, Digital Media Director
The Full Story

With four congregations that reach more than half a dozen communities, Fellowship Bible Church of Northwest Arkansas has a lot of ground to cover. When the church went through a website redesign, Digital Media Director Keisha McKinney jumped at the chance to track the outcome of her digital efforts and provide better visitor experiences.

“Each community has its own identity, so we needed to create digital space for each of our audiences online,” McKinney said. “We couldn’t launch anything that was less than excellent.”

Fellowship Bible Church faces the same digital challenges as many other organizations: A small team must prove valuable ROI on a tight budget, all while adapting to changing technologies. McKinney also receives content from many contributors, which can lead to inconsistencies that are difficult to manage one by one.

“We added our development site to Siteimprove so we could check and remove as many errors as possible before we launched a new site. The perfectionist in me was so excited to be able to catch issues with Siteimprove before we launched,” McKinney said.

The web team responsible for fixing those issues is tiny: It consists of McKinney and one other woman who works primarily on coding. Between the two of them, they can now break up the workload in weekly workflows, freeing McKinney up to accomplish other tasks. “I committed to fixing the most glaring issues first—things that were broken or affecting a lot of users were taken care of within the first few months. The more I resolved, the more I had time to learn about things like accessibility and user data.”

The Outcome

This additional knowledge—particularly analytics—helped McKinney make a case for the new website’s navigation menu, as well as content in general. With visual representations of visitor behavior, resource usage, and overall effectiveness of content, McKinney now has solid data to validate web decisions.

“It makes decisions less difficult when you have the numbers to back up your decisions, especially when there is a lot of different content that people want to promote on our new site. I can easily provide answers to questions people have on what’s popular, what people are clicking on, and how people are navigating the site. We don’t have to wonder anymore; the information is all there and easy to access.”

Between tutorial videos and the help of a designated Siteimprove customer success manager, McKinney said she now has the resources at her fingertips to continue learning and refining her processes. Plus, it feels like her two-person team has expanded.

“I feel so much more confident now that Siteimprove is monitoring my website. Now I have a tool that’s like my backup; it really feels like somebody on my team who has my back.”

Results

96% reduction in broken links since using Siteimprove.