Case Study

Southern Education Foundation

www.southerneducation.org

bluekey WEB SOLUTIONS

Industry
Non-for-profit / Charity

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Background

The Southern Education Foundation's mission is to advance equity and excellence in education for all students in the South, particularly low-income students and students of color. SEF uses collaboration, advocacy, and research to improve outcomes from early childhood to adulthood. The website plays a crucial role in reaching key supporters such as education leaders, policy makers, and the public. SEF selected BlueKey to create a new digital approach that better highlights the overall organization strategy and the interconnections of programs rather than just a compilation of programs and events.
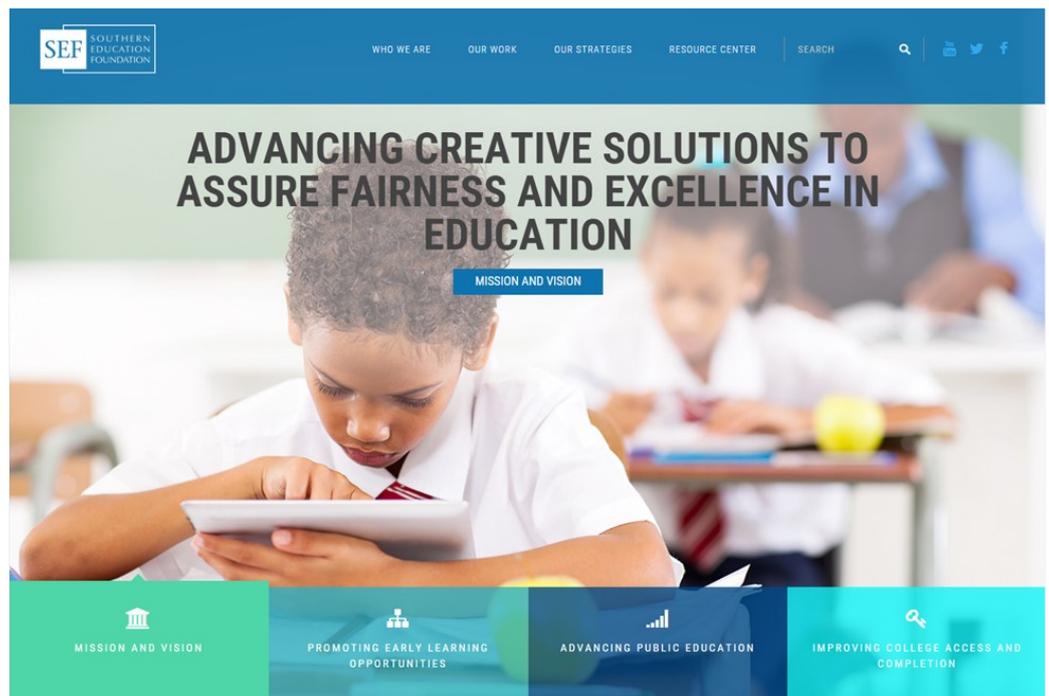
Goals and Challenges

- Presenting the foundation as a whole rather than by program
- An outdated and inconsistent brand experience
- Framing the work with a more engaging story that is supported by engaging visuals
- The website needs to be seen as a resource for a variety of tools rather than for just one event, publication, article
- Making information easy to find and the organization of information easy to understand

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Solution

BlueKey worked closely with the SEF team to develop a comprehensive solution that met key challenges and provided room for future growth. The website was built upon Kentico CMS v8 and provided robust tools for non-technical staff to manage all website content. In addition, the website:

- Accurately reflects what the SEF is, what they care about, and what they do, generally enhancing awareness and understanding of the organization
- Is well organized and intuitive to navigate with content tailored to users' needs
- Through the Kentico CMS, it provides for granular site management, which ensures maintenance is sustainable and not overly time-consuming for staff
- The site provides specific ways for external audiences to connect/support the foundation and their work.

Results

SEF experienced the following dramatic improvement in user engagement and site traffic:

- Overall traffic up 148%
- Mobile traffic up 384%
- Unique visitors up 167%
- Page views Up 66%
- Increase in non-branded keyword traffic

Key criteria for using Kentico

In addition to the reasons stated above, BlueKey and SEF chose Kentico for the following reasons:

- The enterprise capabilities of Kentico, such as scalability, extensibility, and its robust development framework
- The flexibility the CMS provides with regard to visual design and SEO
- The extremely competitive licensing pricing/options, as compared to other enterprise CMS