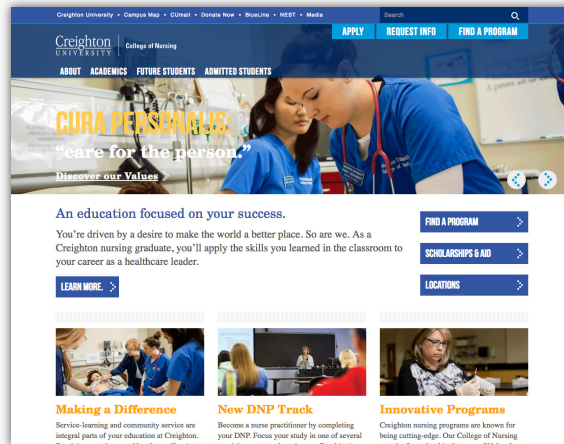


Creighton University needed help redesigning nine college and university websites. They wanted to maintain a similar look and feel and strategically integrate their sites for organic search, measurement and analytics.

CASE STUDY | WEBSITE REDESIGN

STRATEGY

- Created a strong user experience (UX) for prospective students, faculty, parents and the community
- Developed a data-driven web content strategy focused on long-term solutions for content evaluation and creation
- Redesigned all college websites, from information architecture and content assessment through launch and future planning
- Set industry standards for UX, brand storytelling, consistency and findability – all measurable through analytics
- nursing.creighton.edu, medschool.creighton.edu, dentistry.creighton.edu, spahp.creighton.edu, law.creighton.edu, alumni.creighton.edu, admissions.creighton.edu, gradschool.creighton.edu, adultdegrees.creighton.edu, creighton.edu/mil



“The amount of research and detail put into user personas is top notch. Converge is an expert in the field of higher ed, and our sites continue to succeed because Converge knows exactly who we are as a university.”

AMANDA BUCHFINK, WEB STRATEGIST, CREIGHTON UNIVERSITY

RESULTS

10 website architectures

893 pages of content

40 college-specific personas



INBOUND MARKETING



WEBSITE REDESIGN



DIGITAL ADVERTISING



CONTENT STRATEGY



GOOGLE ANALYTICS



SEARCH ENGINE OPTIMIZATION



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