

## New Website & Engagement for ABHI

ABHI wanted to redevelop their website, but lacked resource to deliver the change. The project involved UX research, member engagement, developing personas, redesigning the structure and content of the website, partnering with other organisations and content planning and creation. We also conducted a communications review and planning exercise, which led to a saving of over £5000 per year on email communications alone. The website recently won the “Best Website & Integration Award” at the Association Awards 2017.

### Results:

**18%** reduction in bounce rate

**30%** increase in returning visitors

**57%** increase in pages viewed per session (4.06 vs 2.59)

**66%** increase in session duration (3.17 vs 1.58)

Images show transformation from old to new sites. Refreshed style, tone, imagery, layout and content, based on feedback to better meet member needs.

