

Website Design & Development for Nonprofit Agency

PROJECT DETAILS



Web Development



Aug 2022 - Ongoing



\$50,000 to \$199,999



“They listen and take the time to explain technical aspects when necessary, so I can make informed decisions.”

PROJECT SUMMARY

CAYK Marketing Inc. has developed a website for a nonprofit organization. They've audited the website, designed the home page and the overall website structure, and created a WordPress staging site.

PROJECT FEEDBACK

CAYK Marketing Inc. has delivered an excellent website, receiving positive feedback from the client's internal and external stakeholders. The client helps the vendor make informed decisions, respects their input, and makes the entire process collaborative. Moreover, the vendor communicates clearly.

The Client


Please describe your company and your position there.

I manage a non-profit that supports individuals with Learning Disabilities and ADHD.

The Challenge

For what projects/services did your company hire CAYK Marketing Inc., and what were your goals?

We needed a new website that was simpler to navigate, had improved functionality, better SEO, a clean look and a more responsive agency. Since we support individuals with disabilities, it was very important to us that our website was designed with this population in mind.

 Manager, Nonprofit Organization

 Nonprofit

 Calgary, Alberta

C L I E N T R A T I N G

5.0 | Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0

The Approach

? **How did you select this vendor and what were the deciding factors?**

I had previously worked with someone who recommended this agency but we also shortlisted several other agencies. Deciding factors were the references we contacted, the willingness to also do in-person consultations, a very detailed outline of the process but mostly, the positive and professional team interaction established right from the beginning.

? **Describe the scope of work in detail, including the project steps, key deliverables, and technologies used.**

We started with an in-depth review of our current site which helped to inform the specifications of the new one. From there, several design iterations of a new homepage and an overall site structure were presented and decided on. A WordPress staging site was created and continually updated as various programming elements were incorporated. This allowed for timely feedback on design and functionality checks.

? **How many people from the vendor's team worked with you, and what were their positions?**

Initially, a team of 4 or 5 including the agency's partners, were involved in the exploration and design stage. Once the design was finalized, a project manager handled the majority of the communication and occasionally, the agency's partners would also be involved.

The Outcome



Can you share any measurable outcomes of the project or general feedback about the deliverables?

Our new website has received a lot of positive feedback from both internal and external stakeholders.



Describe their project management style, including communication tools and timeliness.

This was a very smooth working relationship in large part due to their transparency and very regular communication. There were scheduled meeting dates but a lot of email/zoom communication from the project manager as well. They provided regular progress updates on both current and future deliverables and communicated clearly and quickly on any issues.



What did you find most impressive or unique about this company?

They were very easy to work with and delivered an excellent site. They listen and take the time to explain technical aspects when necessary, so I can make informed decisions. They respected my input and made the process a collaborative effort. There were no surprises, and while very friendly, they were always professional.



Are there any areas for improvement or something they could have done differently?

No, they really have been one of the easiest agencies I have ever worked with. They are very open to feedback and working with you, so it always feels like any issues that do arise will be dealt with professionally, quickly and to your satisfaction.