



ST. VINCENT DE PAUL

THE STORY

Exponential Growth

St. Vincent de Paul CARES is a local non-profit organization that is committed to ending homelessness in our local communities. Following the COVID-19 pandemic, the need for rapid re-housing for homeless veterans and families increased exponentially and the areas served by SVdP CARES grew from 4 to 19 counties in Florida.

The old SVdP CARES site featured their three main programs to feed, house, and care for the homeless. However, the layout was dated and not intuitive for those in need of services to easily locate information for their specific county.



THE GOAL

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Improve the Layout & UI/UX for Target Audiences

The SVdP CARES team emphasized a strong need for website users to easily find information depending on their location and service needs. With the rapid growth and increased demand for services across Florida, the new website needed to accomplish the following:

- * Provide a straightforward way for visitors to “GET HELP” depending on their geographic location
- * Drive volunteer & donor engagement
- * Showcase the Real Faces of Homelessness & share client success stories



DISCOVERY

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Measure, Analyze, Strategize, Succeed

A detailed analysis of the organization’s goals, KPIs, as well as user behavior and analytical reports from the SVdP CARES old site helped to identify the most needed changes to the design.

Accordingly, these updates would improve the website hierarchy, user experience, conversion actions, and call attention to the “Housing First” principles at the organizations core.

THE SOLUTION



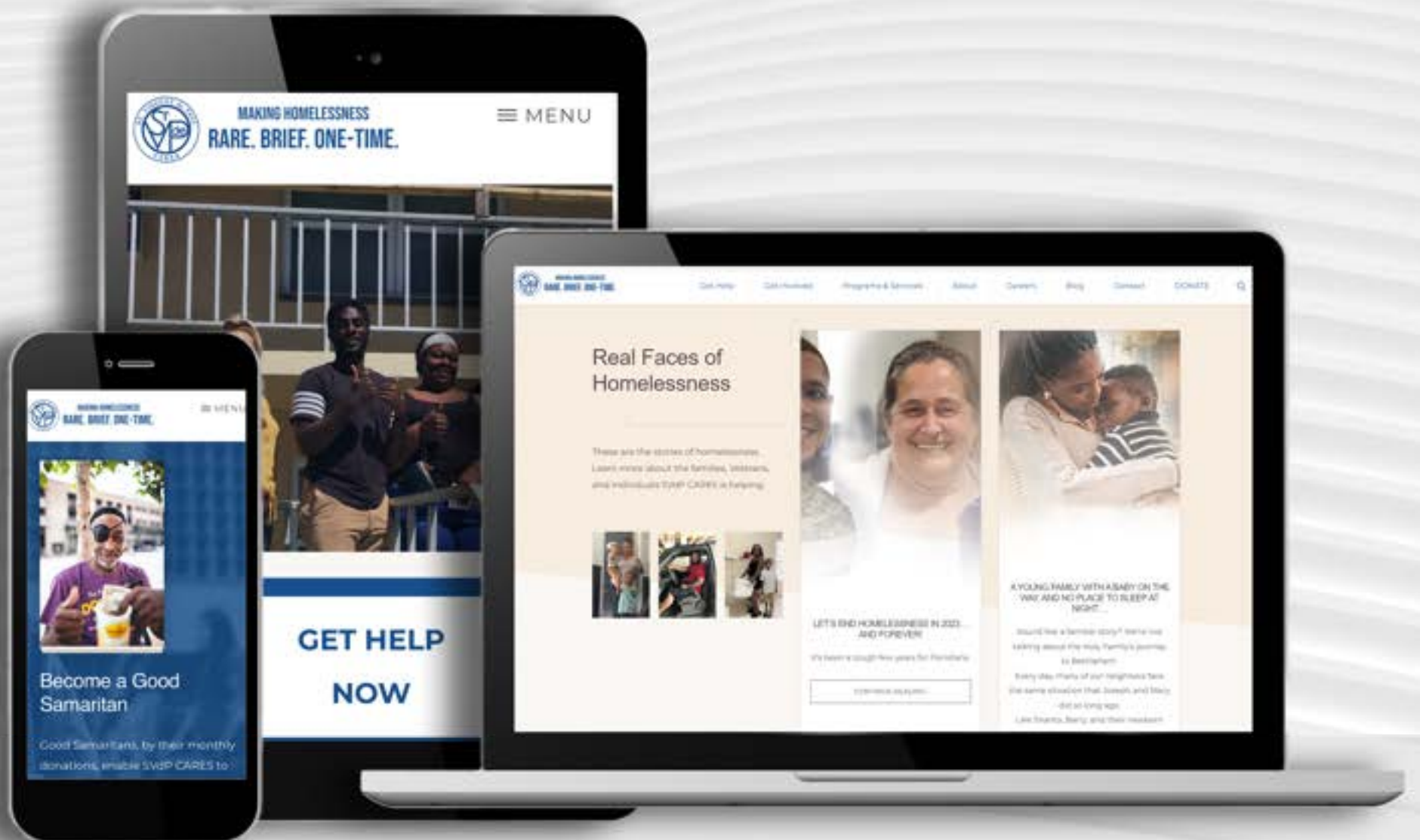
SHOWCASE SERVICE AREAS & HOW TO GET HELP

The new homepage layout puts emphasis on SVdP CARES' ability to help those facing homelessness across the state of Florida by providing immediate shelter, food, and housing services. It also highlights the Good Samaritan program and encourages visitors to join in providing a hand up to neighbors in need. Either through monetary donations or via the many volunteer opportunities the organization offers. At the same time, users are immediately touched by the organization's mission to make homelessness rare, brief, and one-time.

For an even greater impact, our team added a pre-footer and sidebar that drives focus to getting help, getting involved, donating, and reading the heartfelt stories and testimonials from the families that SVdP CARES is helping every day.



HIGHLIGHT THE ORGANIZATION'S GROWTH



Due to their rapid growth and forecast for continued expansion throughout the state of Florida, it was important to provide a layout and website hierarchy that could grow with them. By sending users down a silo based on geo-location, the organization can easily add new service areas without having to overhaul the entire website layout. We also provided easy access to get involved via volunteering and monetary donations, as well as placed strong emphasis on telling the heartfelt stories of families faced with homelessness in an easy and organized homepage layout.

Additionally, to support SVdP CARES' rapid growth, we displayed testimonials from current employees about why they do the work they do on the homepage. Encouraging connections with future employees and enticing potential candidates to take action.



EXCEEDING GOALS

THE RESULTS



- Increase in organic search traffic by 50.71%
- Pageviews increase by 130.43%
- Pages/Session increase by 10.20%
- New Users increase by 115.29%