



EAGLE CREEK
— PARTNERS —

CASE STUDY: WEBSITE USABILITY AUDIT

www.eaglecreekpartners.co

DOWNEAST COASTAL CONSERVANCY

How a website usability audit helped a not-for-profit raise its profile with key stakeholders.



OVERVIEW

The Downeast Coastal Conservancy conserves essential ecological habitats, engages the local community, and fosters an environment where wildlife and people thrive in coastal Washington County, Maine.

Information gained from this evaluation was used to make improvements to the current site and will be incorporated into a future redesign of the website.

APPROACH

A combination of manual review against established standards and best practices for website design, along with the use of automated validation tools was used to thoroughly analyze the site.

DCC received feedback on specific areas of concern, as well as a detailed written evaluation and explanation of technical findings that arose during the audit.

AT A GLANCE

Challenges

- Site serves multiple audiences
- Opportunity to update site as part of re-branding
- Concerns about ease of use

Results

- Guidance for improving site load times
- Navigation improvements
- Improved site visibility (SEO)

"Eagle Creek Partners report was complete and detailed with overall impressions and specific steps to address. They took the time to look at every avenue of our site and provide suggestions that were clear, understandable, tangible, and in an easy to read format. I would recommend Eagle Creek Partners to any nonprofit seeking support in this area!"

– Cathy L., Membership and Outreach Director



"We were thrilled to be able to help Downeast Coastal Conservancy update its already strong presence on the web, and thus draw more visitors and engage more supporters for its mission."

Michael Ulmer, MBA, CAE

Eagle Creek Partners LLC