



TWO LOCATIONS, ONE GREAT WEBSITE

When you're in a competitive market, your online presence really matters.

Our client wanted their website to reflect the new branding guidelines and highlight their locations.

THIS IS HOW WE HELPED THEM

THE PROJECT:

Our client, a child centered gymnastics facility, wanted to create a website that would showcase their facilities and utilize the new brand guidelines, giving the business a new and updated look.

They wanted the website to portray the experience, strategies and execution of their alumni as an integral part of the marketing plan and framework.

Main goal: Create an up-to-date website, showcasing every event and activity, as well as giving both facilities its own spotlight and hub.



THE PLAN:

Build a new website to achieve the following goals:

- Portray a better and more sustainable brand identity for the company.
- Highlight the experience, strategies and execution of the gymnasts.
- Showcase the facilities and weekly events
- Promote their services, merchandise and customers.
- Encourage client engagement and interaction to receive positive reviews on social media.





Another part of the project would focus on tracking metrics from the website traffic and use that data to improve their grand opening strategies and increase enrollment numbers.

THE RESULTS:

- 98% of new website completed as of 8/11/2022
- New website overhaul using color coding for each facility
- Joint effort between the marketing team, facility staff and developers to discuss and pitch on possible changes.
- Class Selection Tool created, an option tree to give newcomers different results and suggestions on events and activities to attend, as well as brief descriptions for each.
- New descriptions for classes and events, included their merchandise shop on website.

**This is an ongoing engagement*



At yorCMO, we're ready to help turn one of your struggles into a big **WIN.**

REACH OUT TO US TODAY!

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