

...Web Strategy

Our methodology for facilitating your organization through a Web Strategy process has been used by dozens of organizations. We have developed several models that guide your organization to “group think” around the purpose and audiences of your site and how best to serve them. We use a combination of focus groups, staff and board interviews, brainstorming sessions, and surveys to help define your vision, map out your strategy, and build a plan of action.

Web Site Assessment

Before your next redesign, let our team perform a detailed analysis of your site and provide you with expert recommendations. We'll take a look at the history of your site and teach you how to read the traffic statistics, we'll look for conflicts, and help you interpret the data against your organizational goals. As a fresh perspective (that is well-versed in contemporary Web practices) we'll review the site for any obstacles in navigation or conflicts in structure. We also look at how effectively the site encourages visitor interaction and how well the site cross-markets its content and products to visitors. We'll compare your site against industry standards and offer you strategic and tactical recommendations for improvement.

Benchmarking Studies

Has your organization become somewhat insular in its view of what's possible? Do you have a tendency to only look at websites within your industry? It can be very eye-opening to peer over the fence on the Web and consider what other organizations are doing online. Based on your business objectives, online audience, and internal resources, Ellipsis Partners will work with you to identify a shortlist of organizations (or for-profit entities!) that overlap with your mission in some way. We'll examine those sites from the lens of your needs and interests and pull forward ideas and practices that you should consider. This can often be an efficient way of identifying how you might deploy a new technology or how you might position a new offering based on the existing models of practice.

Usability Studies

How are your visitors navigating your website? Does your navigation scheme and labeling make sense to them? A usability test can be performed on your current site to identify where you've got impediments to usage, or on a prototype for a new site to make sure you're on the right track. This gives you a chance to correct any errors before you launch the new site. Using proven usability techniques (card sorting, scavenger hunt, keystroke monitoring) we'll test how your market interacts with your site, then present you with actionable steps to make their paths easier and their overall website experience more positive.

Recent clients include...

American Association for Clinical Chemistry
American Association of Community Colleges
American Association of Retired Persons
American Industrial Hygiene Association
American Society for Quality – Section 509
American Society of Consultant Pharmacists
Arlington County
ASAE and the Center for Association Leadership
Crow Canyon Archeological Center
Equipment Leasing Association
Heart Rhythm Society
Horizon Foundation
INCITS
Maryland Association of Counties
MRA, Inc.

National Assn. of Professional Insurance Agents
National Association for Law Placement
National Association of Children's Hospitals and Related Institutions
National Assn. of College and University Attorneys
National Assn. of College and University Business Officers
National Assn. of Secondary School Principals
National Automobile Dealers Association
National Tour Association
Nuclear Energy Institute
Population Reference Bureau
Second English Lutheran Church
Tennessee Education Association