



We launched the new site in September, and by Christmas we had more enquiries about joining Ladies Circle than we'd had in the whole of the previous 12 months. It did exactly what we wanted it to do.

Vicky Perry, Past President, Ladies Circle

When Ladies Circle approached us to redesign their website, they were struggling with an out-of-date, templated system that didn't meet the needs of a modern, national organization wanting to attract new members. The templates were restricting and it was difficult to update. It was also impossible to integrate it with back-office systems.

So they came to us, looking for a complete overhaul of their public-facing website, as well as their local club websites, secure members' site, membership database and annual returns process.

It was critical that the new site was fresh, appealing and modern to ensure that people discovered a club that they wanted to join. Ladies Circle is a completely voluntary organization, so it was also critical that all the systems were

integrated to reduce the admin overhead.

We first worked with Ladies Circle on the overall club branding, producing a new logo that formed the creative heart of their site. Next, we redesigned their public-facing website so they could improve their recruitment nationwide. Then came a system to allow local clubs to set up and maintain their own sites. We finished by building out the back office, developing a system to allow them to set up and retire clubs, manage membership data, and automate the annual subscription process. Together this formed one bespoke, integrated web presence.

We think it's fair to say the result was a system that revolutionized the way Ladies Circle is run.



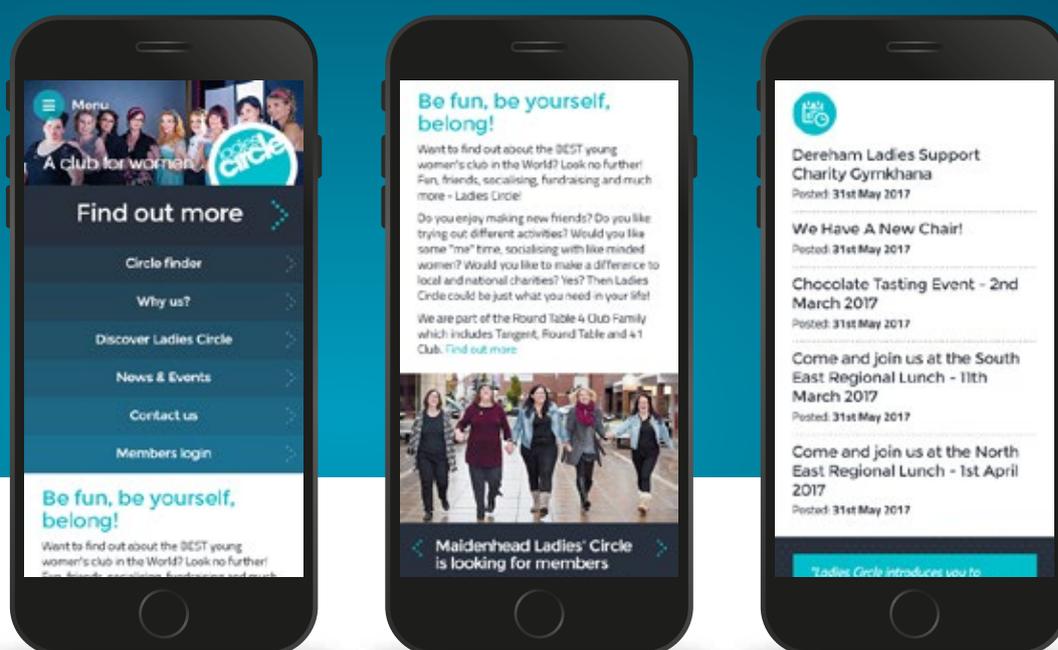
## WHAT WE DID

Since we first launched the Ladies Circle Website, we've done a total redesign to bring the site bang up-to-date and make sure it's compatible with all screen sizes. Through the data we provided them, Ladies Circle could see that, over the years, more than 50% of their traffic had become mobile-based, so they commissioned a mobile redesign to make sure they were making the most of every click.

We now design all our sites as responsive sites, meaning the design adjusts and re-orders itself automatically depending on whether you view it on a desktop machine, a tablet or a smartphone. This means customers get the most of your site, wherever and whenever they choose to visit.

Members of Ladies Circle can now maintain all their own data via their secure login, removing a huge, manual overhead for the National Executive. This also means that, come annual return time, their data is up-to-date and there's no need for a large, time-consuming data cleansing exercise. It also helped to increase their level of email registrations, having the unintended consequence of expanding their marketing database.

Back office systems are never the sexiest part of your online estate, and yet they are potentially the area where you've got most to gain. By building Ladies Circle a robust database, and linking it with the members' website, we were not only able to automate much of the data entry and maintenance that had historically



been a task for the Membership Officer, we were also able to pre-programme a suite of the most common reports she and the Treasurer required on a month-by-month basis. The result was not only less time spent chasing members to keep their records up to date - an annoying task for both parties - but it also increased accuracy and freed up Officers to spend time on growing the membership, rather than admin. Couple that with our in-house expertise on networks and security, which meant we offer weekly database back-ups and constant security monitoring as a standard feature of our maintenance package, and you have a truly end-end service.

Throughout our long relationship with Ladies Circle, the key to keeping the site up-to-date, and ensuring it met their needs, has been the ability to provide and interpret user data.

Unlike many agencies, not only will we supply you with Google Analytics, but we will also meet with you on a quarterly

basis to help interpret the data, and give you insight as to whether you are measuring up to industry standards. For example, is your proportion of new to returning visitors what we see on other sites? Is there an opportunity to improve your content, so people spend longer on your site and read more about what you've got to offer? Does your particular customer base over-index on a particular device when they visit your site, and do we need to adjust how we develop and maintain your site to support this? Answering these questions, and acting up on the answers, are key to keeping you and your organization ahead of the competition.

# THE RESULT

As a result of the redesigned public website alone, Ladies Circle saw more than a 300% uplift in membership enquiries in the first year, compared with the 12 months before we re-launched their site. Particularly successful was their Club Finder - an bespoke application we developed using Google Maps - a feature that is still a mainstay of their site today.

Then by re-designing the site to be mobile-optimised, Ladies Circle saw a jump of nearly 50% in mobile usage. This represented an uplift of 10% in overall visits, proving that their prospective customers and members alike wanted to interact with them via mobile devices.

The deeper site analytics were also very positively affected - people viewed more pages each visit, spent more time on the site, and fewer people left the site after viewing only one page.

The real success of the Ladies Circle site has been the way we were able to integrate front- and back-office systems to give customers and the National Executive considerable wins, while working with successive Executive Committees to ensure their online presence is modern, up-to-date and still serving the needs of the organisation.

 [www.ladiescircle.co.uk](http://www.ladiescircle.co.uk)



# GET IN TOUCH

At IO42, we are wholly focused on delivering superlative experiences that are customised to your business's needs and customers love. We produce marketing websites, phone apps, booking systems, ecommerce sites, secure membership systems, and much, much more. We can also set up, manage and maintain IT networks.

We work hard to understand exactly what you need, so you're not paying for things that sound great, but your employees or your customers will never use. We don't use templates or out-of-the-box solutions, so you know that when you work with us, your business will stand out from the crowd.

Get in touch now for a discussion on what your business really needs.

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