

Increasing Site Engagement with Customer-First UX



The Challenge for American Lung Association

American Lung Association had specific needs for every aspect of the website redesign project—from page design to SEO to user experience—to support its vision: a world free of lung disease.

- Constituent groups with unique needs and locations to be represented
- The vast amount of research and resources to be available in an easy-to-access, streamlined way.
- The content management system needs to be scalable technology that empowers internal stakeholders.
- Branding and imagery need to represent American Lung Association's stature and reputation in the industry.

How We Did It

- **Streamlined interfaces for improved accessibility.**

To ensure that the new site was easy to navigate, Rise's SEO and UX team worked together to reorganize the site's structure and navigation. They conducted a deep-dive audit of the entire site to see which pages netted the highest traffic, and then adjusted the strategy to protect these pages' organic traffic during content migration.

- **Easy-to-manage CMS for empowering users.**

Rise replatformed their website to Kentico due to its speed, modernity, and ease of use. With this platform American Lung Association stakeholders could edit

important content on their website, such as events, a lot faster.

- **A digital identity to match a powerful reputation.**

At the beginning of this project American Lung Association was rolling out their first rebrand in one hundred years. Our design team worked to develop a website that not only reflected the values of the non-profit, but would resonate with their audience for years to come. The final concept was memorable, motivating, and ultimately more representative of the current organization.

The Results

This project was and is more than just numbers to the Rise team. For American Lung Association and Rise, a better customer experience with their website means more people can access information about lung disease and join the fight to end it. We are honored to have provided a hand in building a healthier world with American Lung Association.

23%

increase in Users from Organic Traffic

273%

increase in Conversions across all Goals, including Donations

20 sec.

decrease in Page Load Speed