

case study

develop wayout youth resource centre website



mbos

murrige online strategies

p 0419 761 463

e meaghan@mbos.com.au

www.mbos.com.au

Primary Objective

Develop a website which connects socially isolated young people and incorporates a virtual drop in centre for information and counselling.

“Meaghan did an absolutely fabulous job developing our website. I particularly valued the great energy, interest and commitment she had to ensuring that the site would ‘hit the mark’ with the audience we wanted to target by actively consulting with young people involved in our project. The final design was exactly what we wanted and flexible enough for us to easily add social media tools later on without a major redesign.”

challenges

- Usage and perception of the original website were extremely low. Usage analysis showed that over half of the users reported using the website ‘hardly ever’ or ‘never’.
- Limited resources meant that much of the content could not be rewritten.

results

- Website traffic has increased 1000% per month.
- The addition of website analytics to the website has enabled the Wayout Youth Resource centre to correlate website traffic with current and social issues.
- The effectiveness of the website design enabled the Wayout Youth Resource centre to connect with the target audience. This was confirmed by external websites identifying the Wayout website as a key referral website.
- The design of the website enabled the predicted use of social media to be easily integrated into the homepage.



www.wayout.org.au

reference

Ms Sue Hackney
Coordinator

Cobaw Community Health

Phone: 5421 1619 • Email: Sue.Hackney@cobaw.vic.gov.au