



Web Design, SEO & PPC for Nonprofit Youth Summer Camp

PROJECT DETAILS

 Web design

 Jan. 2017 - Ongoing

 Confidential



"Their ability to make this project financially feasible while providing a quality experience is rare."

PROJECT SUMMARY

Perpetual Solution updated and modernized a nonprofit camp's website. They integrated a new registration system. Their team also runs SEO, Google Ads, and job posting efforts for the business.

PROJECT FEEDBACK

The enhanced website and ongoing SEO support have led the business to gain more traffic and staffing applicants. Perpetual Solution is dedicated to delivering top-notch work while respecting budgets. Their timeliness and quality deliverables make them a true asset for the organization.



The Client


Introduce your business and what you do there.


I'm the executive director for Camp Amy Molson. We're a summer camp for at-risk youth in the Montreal area.

The Challenge

What challenge were you trying to address with Perpetual Solution?

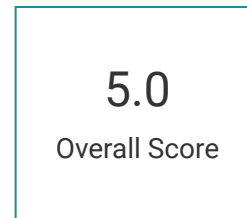
We needed support updating our website since our numbers were really starting to dwindle. We had been surviving off of word of mouth and reputation, but we wanted to improve our web presence.

 **Shauna Joyce**
Executive Director, Camp Amy Molson

 51-200 Employees

 Montreal, Canada

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





The Approach

What was the scope of their involvement?

They worked with us to update our website and ensure it was accessible and modernized. Their team integrated the site with a new registration system since ours was outdated. They researched the industry and found the ones that fit our needs the best before recommending databases.

They've also provided digital advertising support, setting up our free Google Ads account since we're a charity. They launch all of our ads and manage our job board, which is connected to Indeed. For SEO, they've helped with keyword research to drive the right traffic to our site.

What is the team composition?

I work with the owner of Perpetual Solution, who has others supporting the project but she's our main point of contact.

How did you come to work with Perpetual Solution?

We chose them because they were interested in supporting nonprofits and giving back to the community. They were passionate about our organization and were willing to make it a realistic fee while maintaining the quality.

Sometimes, being a nonprofit means you go to the bottom of everyone's priority list, but they were willing to take on the challenge and make us just as important as every other client.

What is the status of this engagement?

We've been working together since January 2017 and our engagement is ongoing.





The Outcome

What evidence can you share that demonstrates the impact of the engagement?

They've been good at finding the areas that need to be addressed and uncovering solutions. They went the extra mile to make sure our site was user-friendly. We've implemented their strategies and the results are proven.

Two years later, our numbers have improved to where they used to be, which is what we wanted. The number of people applying to be on our staff has also increased since they took over our job advertising efforts.

How did Perpetual Solution perform from a project management standpoint?

They're always timely and responsive in delivering work. They're really organized, so they keep us on track and on our timeline. Even though we don't use tools as much as they do, their team works to make sure we're always moving with them. We use Slack to communicate.

What did you find most impressive about them?

They never make me feel like they are doing me a favor by working with a nonprofit, so we feel just as valued as other clients. Their ability to make this project financially feasible while providing a quality experience is rare. The work they deliver is on par with what they deliver to other clients, which is unique in my experience and very much appreciated.

They also go outside their expertise and find solutions that would help us best. They take on challenges outside of their scope to be as helpful as possible.





Perpetual Solution

Are there any areas they could improve?

I genuinely don't think there is anything for them to improve; we've had a very positive experience.

Do you have any advice for potential customers?

Make a realistic timeline so what you're committing to is feasible for everyone within your organization.



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