



Case Study

CTW Website

Our client's challenge:

The CTW website is the online resource center for books, DVDs, CDs, webcasts, information on speaking engagements, and a travel blog for Dr. Daniel Brown, church leadership mentor. The site was previously very text heavy and it was difficult to find resources and information. Also, the site had been developed over the years using earlier versions of WordPress and many key site features were no longer functioning. Besides needing a fresh redesign as part of new CTW positioning, the site needed to work well with the newest version of WordPress.

The Scott Design solution:

Scott Design's redesign of the site featured a bolder look and feel, cleaner site organization, and improved access to the wealth of resources available on the site. The CTW site was developed completely in WordPress, which serves as a content management system and allows CTW staff to make all updates to the site in-house. The new site has met CTW's marketing and site functionality objectives.

Awards:

Silver Award, Summit International Creative Awards—Website Redesign

a Home page

b Resource center

c Online store



a



b



c