

CASE STUDY

WEBSITE DEVELOPMENT

PROJECT OWNER: Paw Works, Inc. (Camarillo, CA)

WEBSITE URL: www.pawworks.org

PROJECT DESCRIPTION:

Compass Consulting's *Software Engineering, Analysis and Design Services* were donated to create a brand new website for Paw Works, a non-profit, animal charity, who partners with the public sheltering system to provide an all-breed rescue, offering local city and county animals a second chance at life. The purpose of the new website was to provide a fresh, engaging, and wide-reaching platform for the charity to connect with the community and potential donors, help find animal foster / adoption homes, and recruit committed volunteers. The new site has been instrumental in soliciting private donations and fundraising for the dedicated work Paw Works is engaged in, towards the goal of making the entire county of Ventura and beyond "No Kill".

SERVICES PROVIDED:

Compass Consulting used open source WordPress software — the most popular online publishing platform — for creating the new, fully responsive site that is compatible with all web browsers and has a mobile-ready design. The new website is dynamic, providing considerable functionality to visitors, whether they are perusing latest list of adoptable animals, reviewing ways to get involved, reading animal's success stories or following the latest Paw Works news through their blog feed. Project scope included:

- Programming site in WordPress using an integrated layout editor interface for maximum flexibility
- Increasing cross browser capability for a fully responsive site with mobile-ready web design
- Increasing customizability of site through an eye-catching theme, custom design and branding to best fit and present Paw Works' message
- Enhancing site content with video embeds, unique font and playful color palettes
- Linking site with a secure payment portal to manage donations to Paw Works
- Integrating social media into the site for a more dynamic feel and up-to-date news bulletins
- Providing fast, reliable, secure web-hosting of PawWorks.org domain and website
- Training Paw Works staff in content management and user account & system access administration

TESTIMONIAL:

"Thank you for the great interactive website and new content created for us by Compass. It is a big improvement over our old static site. The new website has helped us reach a wider audience and generated more excitement in the community for getting involved in Paw Works' adoption and fundraising efforts."

Chad Atkins – COO/Founder, Paw Works, Inc.



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