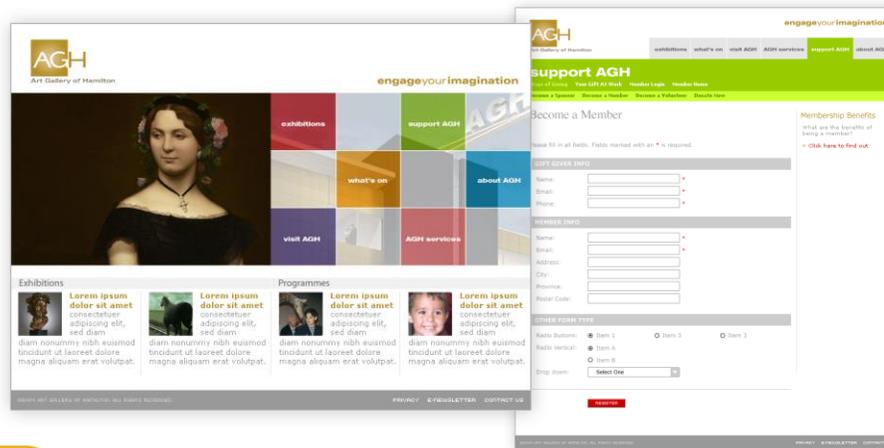**CASE STUDY:**

Art Gallery of Hamilton: Website Redesign and SEO

CHALLENGE

As Ontario's third largest public art gallery, the Art Gallery of Hamilton desired to bring greater attention to its exhibitions and 9,000+ works of art concurrent with its 2005 re-opening. They needed to publicize and market their upcoming events while managing the registration of their exhibitions. The history, location and hours also needed to be advertised along with any associated information with internal or external current events such as festivals or sponsored programs. All this information needed to be presented in a dynamic yet professional manner on their website

SOLUTION

With so much information intended to be put forth, the goal is to present everything clearly and concisely. JIG employed its design team to create a homepage which could display the various aspects of AGH artfully and uncluttered with SEO in mind to attached visitors. JIG also architected the ticket system to manage registration and keep track of attendees at the events. This coordinates with a dynamic calendaring system which clicks through to the respective event and for the client, gathers the entered information to display according to location and date of current events and detailed information of upcoming ones. To better connect with their patrons, JIG set up a database for those who sign up for AGH's newsletter and a system for sending out monthly communications and offers or promotions.

RESULTS

AGH saw increased traffic to both their website and to the gallery itself through the SEO work and inciting interest in their better-marketed exhibitions. Visitors to the site could easily navigate their way through the information available and find more details on current and upcoming events. AGH could also maintain a relationship with regular patrons by keeping them informed of events and promotions. Management of events was also streamlined by the coordination of the ticketing and calendaring system which made registration easier and administration simpler.