



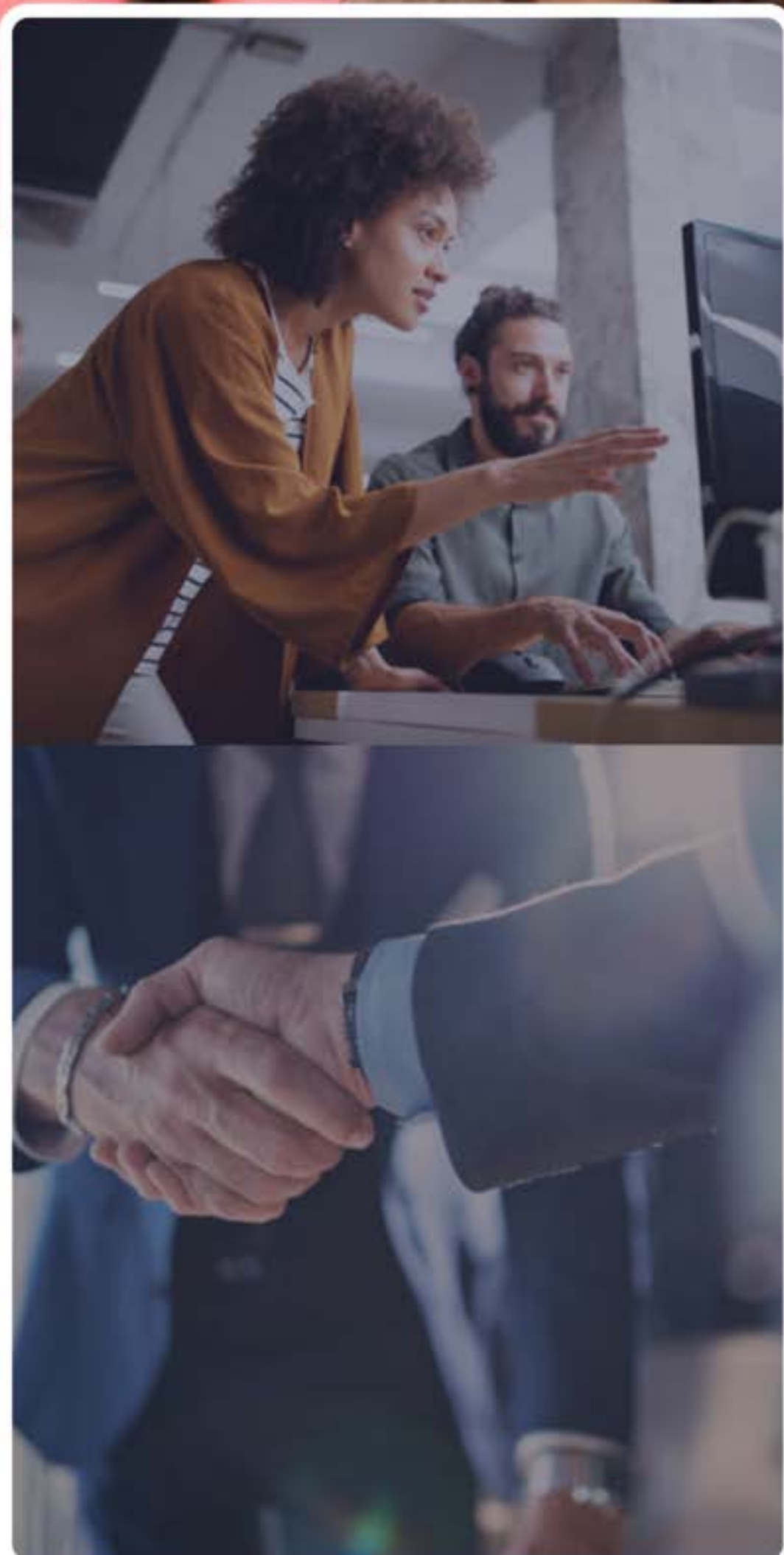
# PLATO ACADEMY Charter School

## THE STORY

### Cumbersome Design

Plato Academy Schools is a K - 8 Charter School with 9 locations in Pinellas, Pasco, and Hillsborough Counties offering a unique curriculum. Each student delves into Greek Language and culture. They needed a complete website overhaul to showcase all their campus locations and show exactly how Plato stands apart from the rest.

The old website featured a hard-to-navigate and information heavy layout. This made for a poor user experience where users would easily get lost amongst the text.





## ATTRACT

# NEW FAMILIES

The new homepage alone is laid out to showcase everything that Plato Academy has to offer to potential students and their families. Additionally, the navigation hierarchy has been set up to lead users into funnels based on interest.

We made sure to layout the website with all information easily accessible, and call-to-actions throughout the design to entice users to take action.

Now, as prospective families look through the website, they will easily be able to see which grade levels Plato Academy caters to, all the campus locations throughout the Tampa Bay area, and even the curriculum and school life.

# PLATO ACADEMY

A vibrant and family focused community where we empower all learners to exceed expectations.

Schedule a Tour



## CREATE GOOD EXPERIENCE FOR CURRENT FAMILIES

A new school year means new teachers, supplies, and other informational changes. When current or returning families browse the website they need to be able to easily find documents, procedure, contacts, lists, and resources. Therefore, we redesigned each campus location page to include resources, PTO and volunteer information, and more.

To individualize each page, we made sure to highlight the mascot and other unique identifiers. With some creativity we were able to splash in some Greek mythology and culture into each campus page using a mixture of imagery and quotes.

Titans

# Clearwater



School Grade: B

f in t @



PrincipalClearwater@platoacademy.com

## Clearwater

Titans

Rise like the Titans, Reach for Embrace Your Titan Spirit!

"Life is an unfoldment, and the comprehend. To understand the preparation for understanding"

– Hypatia

Greek Philosopher

# THE GOAL

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## Highlight Uniqueness & Overhaul the UI/UX

The board and other prominent members at Plato Academy Schools wanted to properly highlight the benefits of each campus, its curriculum, and make it easy for families to find all the information they need. All while holding true to their Greek heritage. We determined the website needed to do 4 things:

- \* Attract prospective families to apply for enrollment
- \* Create a space for current families to find information
- \* Attract new and qualified employees
- \* Captivate donors to increase student and staff support



# DISCOVERY

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## Measure, Analyze, Strategize, Succeed

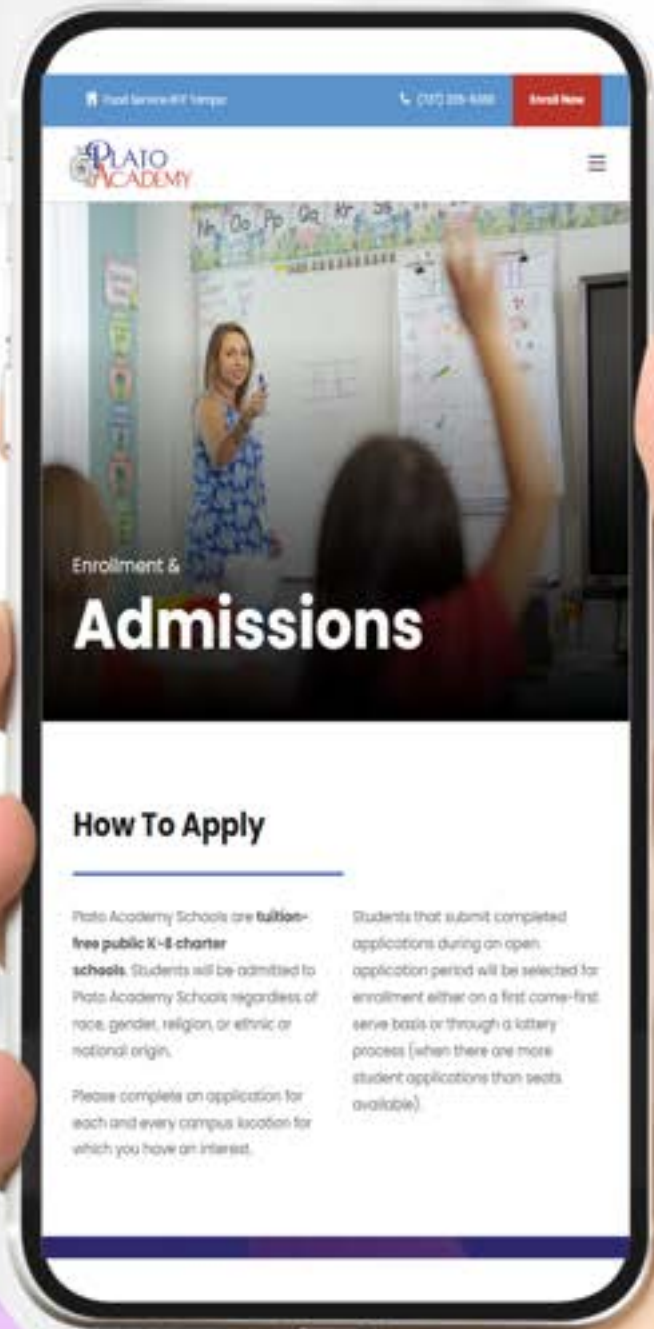
Unable to view the old analytics due to improper setup, we determined that along with a website redesign, a proper migration and configuration to GA4 was also needed. This would allow the Plato team to track their goals more appropriately.

Therefore, along with an improved UI/UX design, we also needed to implement ways throughout the website where data could be collected more in-depth. Overall, this would lead to better user flow and call attention to the actions Plato Academy wants its user to take.



# THE SOLUTION

## A Beautiful Redesign



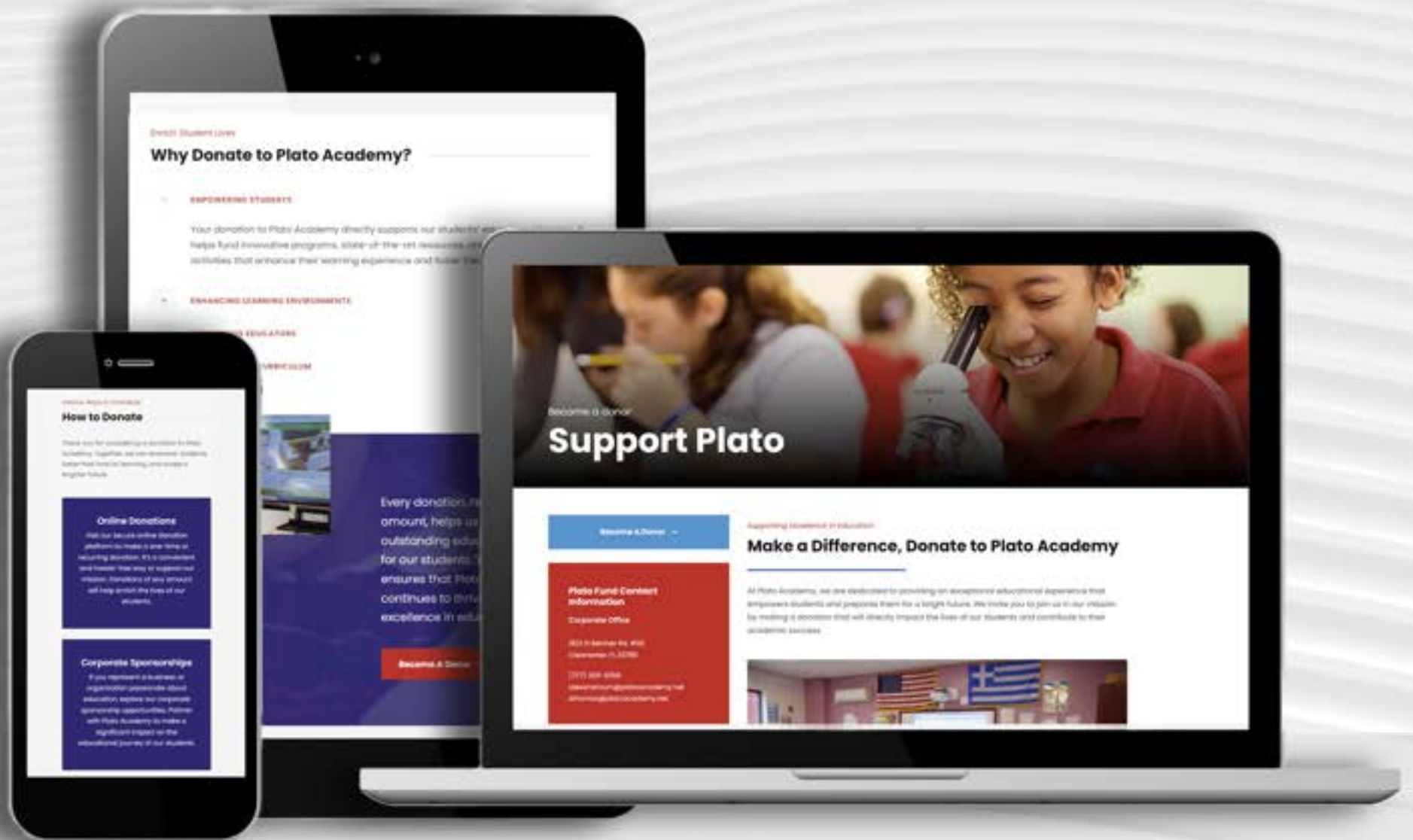
## ATTRACT NEW & QUALIFIED EMPLOYEES

**Cyberlicious® noticed that the original website did not have an easy to find 'Careers' pages for prospective employees. This made it difficult to accurately track the user experience for this audience. Therefore, we found a few ways to highlight their goal of attracting new and qualified employees.**

**The new website now has 3 locations where the Career page is visible, in the navigation, on the Slider on the homepage, and in the footer. Furthermore, we made sure to feature the unique benefits of working at Plato Academy and all the information a staff member would need to know including qualification requirements, federal laws, and how to apply.**



# CAPTIVATE & ENTICE DONORS & SPONSORS



The price of education is unfortunately high. Donors and sponsors can be a huge help when it comes to updating educational materials, providing new opportunities for students and teachers, and more.

It's no surprise that Plato Academy wants to entice Donors to support their facilities.

To make this possible, we completely transformed the Donor landing page to showcase the difference that donations can make. With multiple call-to-actions, a user-friendly layout, and proper GA4 tracking set-up, the Plato team can now track and analyze the number of people interested in becoming a donor.



# EXCEEDING GOALS





# THE RESULTS



- Increase in organic search traffic by 302%
- Conversion increase by 1,700%
- Engaged Sessions/ User increased by 9.33%
- New Users increased by 292%



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We are thankful for your help and efficiency in bringing our brand new website to life. You made the entire process smooth and stress-free for us, thanks to your team's skills and willingness to work collaboratively with Plato.

The updated user experience and layout is impressive.

We continue to receive lots of compliments on our new website!



**VASILEIOS MITELOUDIS**, Marketing Manager

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NOW THAT'S

CYBERLICIOUS