



# Case Study

News Radio Station

**AGORYUM.**

# PHASE 1



## 90x

Increase In Traffic to the website observed from where the website was before us and after Phase 1



## 1-2k

Daily visitors to the website after Phase 1 was completed.

Impact of the project from beginning to the end of Phase 1

## About The Project

Our client had a website that was only 2 webpages. Landing page that provided a small amount of information about the company and a secondary page that had the radio player for visitors to listen to the radio station online.

Traffic – 500 Per month or 16 per day.



### Problem

We were engaged to build a website that would have a radio player and provide additional information on the programmes. The client's idea was for their web presence to have more significance and serve as a better representation of their brand. With that goal in mind the approach was made to use a CMS(Content Management System) as the building blocks for delivery to enable expandability and additional feature sets to be added.



### Experienced Design Workshop

Understanding the value listeners have for the radio station serves to guide the direction for design to ensure that current listeners and new listeners would be able to easily obtain what they are looking for. Three key questions were asked regarding the News Station and their Listeners:

1. Why do they listen to this radio station?
2. What are the main points of the contact for the listeners and how can that medium be incorporated into the website?
3. What feature sets could be implemented to assist the client's employees in their day to day tasks?

The key points that were discovered in addition to the questions posed initially were:

1. A repository for news stories that would be able to be accessed by listeners, reporters and producers would be beneficial
2. Provide the ability for listeners to Search for these news stories and have related stories come up to encourage repeat visits and reduce the bounce-back rate of the site.



### Development

Using CMS as the framework for execution of the project, developers began the task of incorporating different feature sets in line with the goals and targets discovered through the discovery phase and the ED Workshop.

### Delivery

Once development was completed and the website went live, the site was monitored and continually developed through a CI/CD model that allowed the website to move from 500 visitors per month (16 per day) to 1,000 – 2,000 visitors per day.

# PHASE 2

After monitoring the use of the site by listeners and employees, the client desired to have more be obtained from the website as visitor numbers continued to increase and potential revenue streams could be explored.



## 20x

Increase In Traffic to the website observed from Phase 1 to Phase 2



## 20-40k

Daily visitors to the website after Phase 1 was completed.

Impact of the project from Phase 1 to Phase 2



### Collaboration

Through an additional ED Workshop, it was determined that

1. The ability for controlled marketing needed to be implemented as some of their contracts could be expanded to include the website on top of their radio advertisement spots
2. Expand on the design to include more stories that may not be played on Air and to accommodate third party sites to make use of Podcasts and videos.
3. Incorporate Social Media that had seen significant investment over the period of the initial launch as a result of the improvements made to the websites functionality
4. Tracking the use of the site. Understanding what news stories were read informing the direction of online editors.



### Development

To accomplish these targets, a new design for the website was suggested that would allow for additional tools to be integrated, adding media management tools for Podcasts and videos and to control Ad placement on the site. With the goals and targets laid out, the scope for the design and development took shape.

The scope:

1. Create new Design that allowed for Ad spaces to be cycled throughout the site in different sections that could be sold at different price points
2. Allow for the ease of integration for Third party solutions such as Soundcloud and Youtube
3. Social Media Integration, allowing users to share stories.
4. Expand design of homepage to accommodate the full Programme listings and news categories allowing Online editors to have flexibility in Category management
5. Allow for the use of Google Analytics and Google Adsense

### Delivery

With Scope targets met and the new design implemented, the website was no longer a placeholder for the company but now became a money generating tool that was no longer a red line item but moved them into a position for it to become a revenue generator which it has since been able to do. Online Editors were now able to see live reports of users on the site and what stories were receiving the most visitors and be sure to make adjustments where they would need to focus.

New traffic 20,000 – 40,000 daily.