

# Community Advocates

[communityadvocates.net](http://communityadvocates.net)


**For 35 years, Community Advocates (CA) has not wavered in its commitment to help low-income Milwaukeeans meet their most basic needs- including safe and affordable housing, adequate healthcare, safety from domestic violence and reliable utilities.**

When they needed an online presence that not only showed the breadth and quality of their services to potential clients and funders,

but also help them put five social service agencies' sites under one roof, they chose Byte Studios.

## STRATEGY

Because of the sheer amount of services CA provides our communities, and the amount of information from the variety of organization that are now a part of CA's family of services, we had to define a system that each of their user groups would be able to traverse. We changed from a standard navigation to one that starts a narrative of the organization,

and we added specific navigations for different types of users and tool sets. Site visitors need to understand a site's objective and the type of content in a matter of seconds, so using the navigation to tell an organization's story is one of our many methodologies for site success.

## BYTECMS: A BETTER COMMUNICATION PLATFORM

Through our content management system, ByteCMS, CA can now easily share new information with their clients, staff, law makers and funders. News stories, press releases, event details, client success stories, and so much more can be added and modified through the content

management. CA employees now have a centralized place to reference the organization's information by logging into their staff section. And to top it all off, the site stands out among its peers not as the glossiest site, but as the most functional and useful site.

## OUR COMMITMENT

Byte Studios is committed to a better world, and we give our non-profit clients our best work at a real non-profit discount. Community Advocates is the kind of organization driven by expertise and commitment to their community, so they trusted our expertise and

commitment in our field. Working with CA was the perfect experience all around, as evident by the clarity of the communication and the quality of the site.



## Byte Studios went above and beyond

It was a pleasure to work with the team from Byte Studios on the new Community Advocates website. Despite complex website needs, Byte Studios went above and beyond in working to reflect the mission and services of our organization in a way that would

be both easy to understand and attractive. Thanks to Byte Studios, our website is not only a tool for conveying information - it's also a way to reach out to people in need.

- Melissa McGaughey, Community Advocates

