

# YMCA of Greater Dayton

## Overview

ImageX was brought on board by a youth and adults nonprofit organization to update and maintain their website. The goals of the project include membership facilitation, high-quality UX provision, and more.

## What they needed

The client sought to partner with a full-service digital agency to update and manage the existing website, developed on the Open Y platform using Drupal alongside seamless integration with their current CRM/e-commerce platform (Daxko).

The client envisioned their website to be on the cutting edge of Open Y website technology, creating an amazing user experience for members and guests.

They were also looking for the facilitation of acquisition and retention of memberships through any and all digital connection points, including but not limited to, web, apps, and kiosks; to ensure that members and potential members experience an inviting and cutting edge digital experience when visiting the YGD website. This was to be accomplished by ensuring that Security updates, Drupal Core updates, upgrades to the latest versions of Open Y, and roadmap execution were executed on a methodical and routine basis. The client also aimed to enable a friction-free method for all YGD customers to interact with the organization for services such as child care, camps, donations, and all other programs offered by the YGD.

## How we helped

We executed an agreement for website maintenance and maintained our current UX and design from <http://daytonymca.org> by working collaboratively with YGD to keep a simplified navigation structure while working within current website design branding guidelines.

We assisted in improving the current trajectory of primary KPIs (traffic and leads) by supporting YGD in monthly measurement and improving our SEO capabilities resulting in improving the amount of organic search traffic that is finding [daytonymca.org](http://daytonymca.org). We ensured high-quality relationship and project management collaboration between YGD and Digital Partner as well as managed and guided YGD on upgrades to the latest releases on Open Y and Drupal, alongside installing security patches as needed.

## The Results

Our work resulted in decreased bounce rates, an increase in engagement and increased online sales through the website.

"ImageX delivers a spectacular service overall, leading to a decrease in bounce rates and an increase in engagement and online sales. The team administers exceptional project management and communication methods. Their expertise in their field is astounding."

Group Vice President, YMCA of Greater Dayton

David Thompson

<https://ymcali.org>

