

## PRESS RELEASE: NEW HOPE CHRISTIAN SCHOOL REPORTS WEBSITE ACTIVITY RESULTS FROM NEW WEBSITE REDESIGN

FOR IMMEDIATE RELEASE

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In preparation for the 2011-2012 school year, New Hope Christian School prepared to update the school's website. The change was not only an esthetic change, but it was also a foundational change that would allow for more communication and faster updates to help keep New Hope families up-to-date on all things related to New Hope.

"Research suggests that four to five months is a typical amount of time for a website redesign with only a 49% success of website redesign projects finishing and launching on time.<sup>1</sup> The challenge for the New Hope web team was we only had four to five weeks to launch the site and missing the scheduled launch date of the first week in August wasn't an option", according to New Hope's Marketing Director, Tim Pritchett.

The collaborative efforts of the team not only redesigned the look and layout of the site, giving it a more modern and organized presentation, but also built the site using the popular open source Content Management System (CMS) *WordPress*. *WordPress* allows for new content posts, like the school's weekly newsletter and special announcements. It also allows New Hope to add new pages of content to promote the student body and upcoming events, like the annual Auction Dinner scheduled for May 11, 2012.

At the end of 2011, *WordPress* provided an analytics report explaining the activity of the site since its August 2011 launch. Some of the report highlights and more interesting facts:

### Traffic:

- The new New Hope website was viewed about 30,000 times since August 2011. (If it were a concert at Sydney Opera House which seats 2,700 people, it would take about 11 sold-out performances for that many people to see it.)
- The busiest day of the year was August 2nd with 683 views as the site was being tested after launch. The most popular page that day was [New Hope Administrators and Teachers](#).

### Where Did The Traffic Come From:

The most common search results came from

- "new hope christian school"
- "newhopechristian.net"
- "new hope christian schools"

Some of the top referring sites in 2011 were:

- newhopechristian.net
- athletic.net
- facebook.com
- edline.net

## Where Did The Visitors Come From?

Due to the large number of foreign exchange students who have selected New Hope, it's not surprising that much of the site traffic came from other countries.

### North America

United States: 99.4%  
Canada: .5%  
Mexico: .1%

### Asia

South Korea: 45.5%  
Vietnam: 22.3%  
China: 8.7%  
India: 6.5%  
Philippines: 5.1%  
Others: 11.9%

### Europe

Germany: 24.4%  
France: 16.7%  
The United Kingdom: 12.2%  
Romania: 11.1%  
Spain: 10%  
Others: 25.6%

### Africa

Kenya: 91.3%  
Uganda: 8.7%

### Oceania

New Zealand: 75.0%  
Australia: 18.8%  
Others: 6.2%

### South America

Peru: 66.7%  
Brazil: 33.3%

## Where Did They Go When They Got There?

The most viewed pages on the site were:

1. New Hope Administrators and Teachers
2. Calendar
3. Prospective Students
4. Contact Page
5. Harvest Festival

## Getting Social

In addition to launching the updated website platform, New Hope also refocused its efforts in the area of Social Media.

Facebook ([www.facebook.com/newhopechristian](http://www.facebook.com/newhopechristian)) is another key component of the overall communication strategy for the school. In addition to YouTube videos of New Hope sporting events and photos from activities, Facebook will also be a key reference point for questions related to weather delays or closures.

Newsletters can be viewed on Facebook, or a link to the newsletter can be received through Twitter by following New Hope [@NewHopeGP](#). Twitter will also report on weather delays or closures.

Family and friends can subscribe to receive the newsletter and important announcements and updates by email on the sites' [Communications Update](#) page (<http://www.newhopechristian.net/newsevents/newsletter>) and simply supplying the email address where they want to receive the information.

According to Pritchett, "Our first goal was to update the site so that it was easy to use with the most important information front and center. Secondly, we knew that more communication was an absolute necessity. While we continue to look for ways to improve the process and the website, we wanted to build the site so that it was the information hub between the school and the students & families."

Founded in 1961, New Hope Christian School was the product of a joint effort among local churches and World Missions to Children. Last school year the school celebrated its 50th anniversary of service to the community. New Hope offers classes from Junior Kindergarten (age 4) through grade 12 as well as an active sports program.

The theme at New Hope this year is "What's NEW at New Hope". The school now offers a modified block schedule and several new electives that will cater to students and home schoolers. A tutoring/learning center is also offered to assist students on every level.

Tim Pritchett and the New Hope Christian School invite calls to the school at [\(541\) 476-4588](#) or a visit to the school's website at [www.newhopechristian.net](http://www.newhopechristian.net).

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1 <http://blog.hubspot.com/blog/tabid/6307/bid/16348/The-Science-Behind-Website-Redesign.aspx>