

EASE STUDY

COALFIELD DEVELOPMENT



CASE STUDY

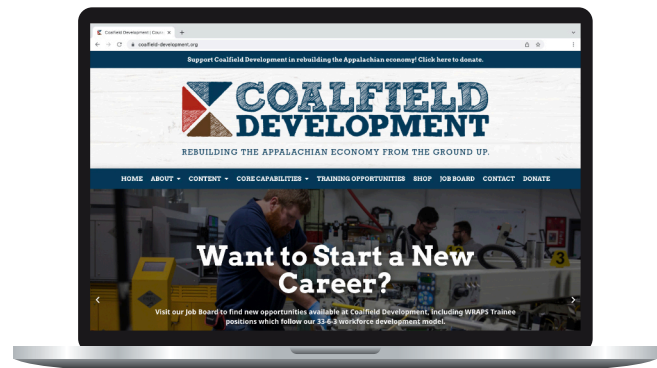
COALFIELD DEVELOPMENT

ABOUT THE CLIENT

Coalfield Development believes in developing the potential of Appalachian places and people as they experience challenging moments of economic transition by unlocking people's creative power to transform perceived problems into opportunities in the communities they call home. Their mission is to inspire the courage to grow, activate the creativity to innovate, and cultivate communities of opportunity in central Appalachia.

THE GOAL

As of 2022, Coalfield Development has trained 1,500 people, created over 600 jobs, and supported and grown 64 new businesses. Their website's primary goal is to serve as a home base for people to learn more about the organization, new developments, and how to get involved.



THE APPROACH

The new Coalfield Development website was launched early 2019. JJN Multimedia had recently switched to creating new WordPress websites with Elementor and Elementor Pro which gave the web team more creative freedom and control over the design and functionality of new builds. The new development platform combined with an exclusive lightweight theme also drastically improved overall site load times. The JJN team wanted Coalfield Development to benefit from this new setup and worked with their team to develop the new website.

THE LOOK

The original Coalfield Development website, while unique, mainly suffered from slow load times. When switching to the new development platform, the JJN team wanted to focus on simplicity while maintaining some of the primary aesthetic choices such as the wood grain background and heavy use of blue, one of Coalfield Development's primary colors.

THE STRUCTURE

Coalfield Development is an organization with many moving parts and branching efforts. Knowing this, the JJN team wanted users to be able to find relevant information with ease. The implementation of a more traditional "sticky" menu with items readily accessible was a must. As a 501(c)3 nonprofit, it was also important to highlight donation opportunities for people visiting the website. People can either donate via PayPal, PayPal Giving Fund, and/or AmazonSmile.

"JJN not only designed our original website, but also has been willing to update it and revamp it as we've grown and changed. The JJN team is very creative and technically savvy, but also personable and responsive to our requests and unique needs. They pride themselves on beating deadlines, and I've been impressed again and again by the quality of JJN's work."

Brandon Dennison
CEO, Coalfield Development

Another addition to the new website was the embedding of their growing podcast series "Change in the Coalfields" which has had over 2,000 downloads since its inception. As Coalfield grows, so does the website - continuing to be a valuable resource and web presence.





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