



Overview

The CEO of Ethnik festival had an unusual request "better design, improve user experience but still keep the artistic side of the ethnik website. LMS and sales should be integrated in the same parts of the website."

Ethnik Festival is community-oriented organization. An organization with a global mindset committed to creating platforms of events for learning, training, research, developments, and celebration of individuals and community achievements. A website redesign with an artistic side was certainly a big challenge Aceit Digital.

Client Name: Ethnik Festival

Industry: Arts and Culture

Location: Canada

Company Bio

Ethnik Festivals Association is a community-based not-for-profit Art and Cultural organization that create platforms for Afro-Canadian/ Caribbean individuals, groups, and collective creators to showcase their unique cultural identities to communities throughout all of Canada and beyond.



The Challenge

- How will we integrate 3 websites into one without so much disruption of content
- How will we ensure less disruption to the current search rankings and how can we make sure user experience is first and foremost without compromising the artistic side of the site

"I have more confidence updating content on my site knowing that all information can be entered with just one login"

- Ethnik Festival
CEO

The Approach

An integrated system solution using plugins and premium drag and drop theme solutions that are user centered for client updates after design.

The Solution

- Back up and roll up plan. Designed on a staging platform while events on the website still ran until website completion.
- Xml sitemap were updated on google console and 301 redirects were set to ensure past links from clients can still reach appropriate website pages.
- Collaborated with designers to seamlessly blend the artistic elements into the new website design. Ensure that the site remains visually appealing while also being user-friendly.
- Arranged content strategically. Prioritize content based on user needs and business goals. Use clear navigation menus, intuitive labels, and call-to-action buttons to guide users through the website efficiently.
- The Aceit Digital team helped Optimize website performance by compressing images, minifying code, and leveraging browser caching. Fast-loading pages that enhanced user experience and positively impacted SEO rankings.

The Results

Seamless Content integration, Enhanced user experience, preserved search rankings
Responsive design and improved website performance

Website usage, integration and Traffic



Website Performance



User Experience and SEO

