



# web refresh

updating and streamlining a website

a case study featuring

***Arizona's Children Association***

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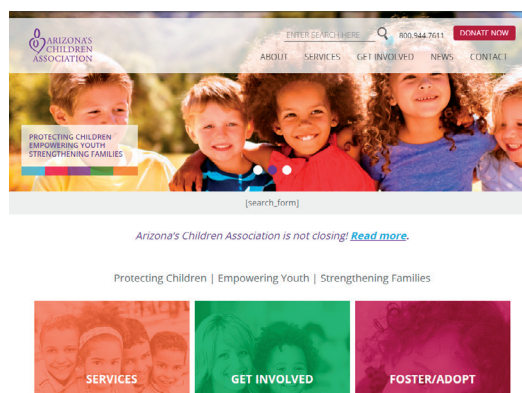
## organization



**Founded in 1912**, Arizona's Children Association (AzCA) is one of the longest serving statewide comprehensive child welfare and behavioral health not-for-profit agencies in Arizona.

Located in all 15 Arizona counties, AzCA provides a variety of programs and services to meet the needs of nearly 30,000 children, youth and families each year. Their programs target the type of future we all want to see: a future where every child has a safe and loving home and families are supported through difficult and trying circumstances.

## Website Before



## the challenge

### Website Refresh

A website is often the first impression an audience has of a brand and AzCA wanted to make sure their website was up to date and easy to use. So they called Pixa.

We set out to simplify the structure, making content easy to navigate, all while maintaining brand consistency.

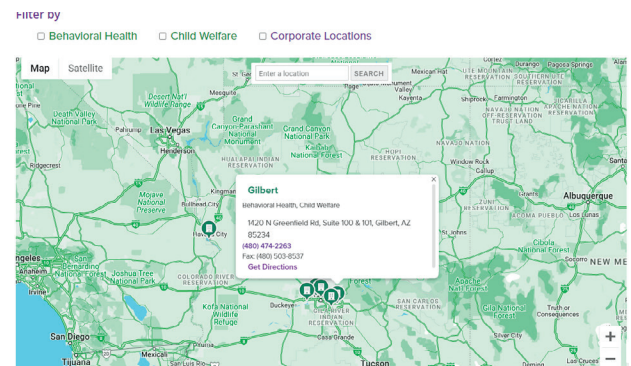
## our approach

### Maintain the Brand

AzCA's brand is colorful and clean and we wanted that to shine throughout the site.

### New Features

We added in new features, including translation and calendar features, as well as a section for podcasts. Another addition was the map feature. With multiple locations, we wanted an easy to use solution for the contact page. The answer was an interactive map that pops up with the address when hovered over.



**The map can be filtered for even more ease of use!**

**Looking for your own web refresh?**

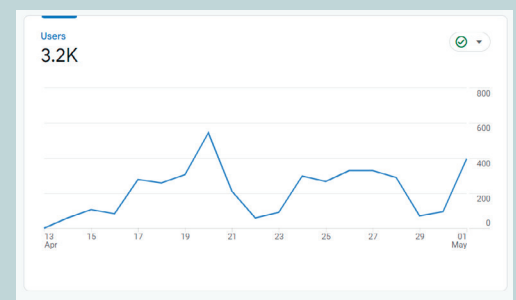


# the happy-ever-after

## Results



**179 = 3.2K+**  
**Visits** **Visitors**  
**per day** **per month**



**The result is a successful launch and a smooth functioning website that Pixa will continue to maintain.**

**Call Pixa! 480.380.2201**

# oh, hey there!

We'd like to introduce ourself ... or should we say selves?  
Pixa is actually split into two mini brands, Pixa Creative & Pixa Direct.

*Two is better than one, right? We like to think so.*

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Our super skilled marketing team that combines talented design with innovation and execution.



STRATEGY



DESIGN



DIGITAL  
MARKETING

[thinkpixa.com](http://thinkpixa.com)



Our print and mailing house where we're known for direct mail marketing, variable data print and our web-to-print solutions.



PRINTING  
PORTAL



DIRECT MAIL  
MARKETING



CORPORATE  
PRINT

[pixadirect.com](http://pixadirect.com)

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