



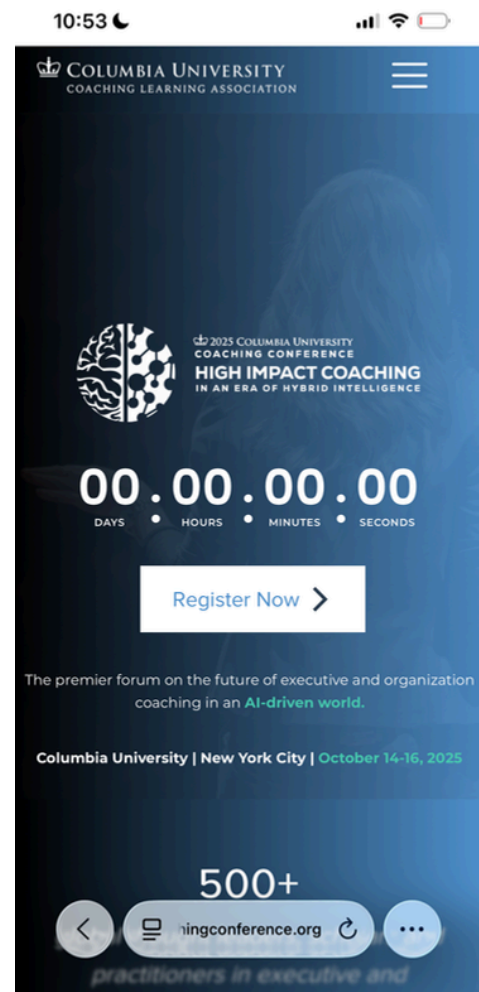
Case Study: Columbia University Coaching Conference

In collaboration with: Board of Directors | Marketing Chair

The scope of work on this project included a new, modern website design, a full-stack build in Wix Studio integrated with an external registration system (ExOrdo), initial content drafts for some key pages, and a structural overhaul.

The Deciding Moment, Five Months Before the Event

Their [fifth international coaching conference](#) is coming up. It has already been established, respected, and endorsed by Teachers College at Columbia University. But the website didn't reflect their growth and the event's success.

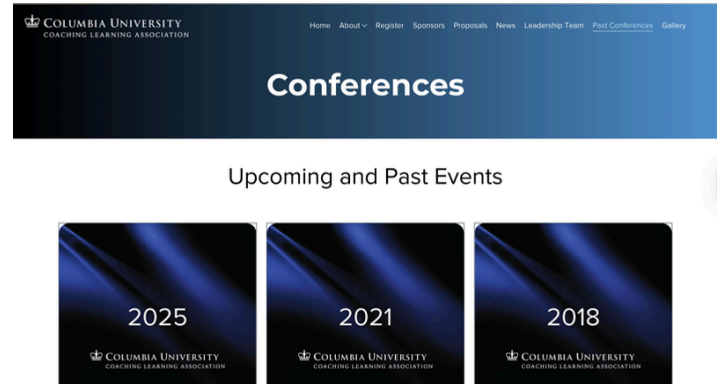
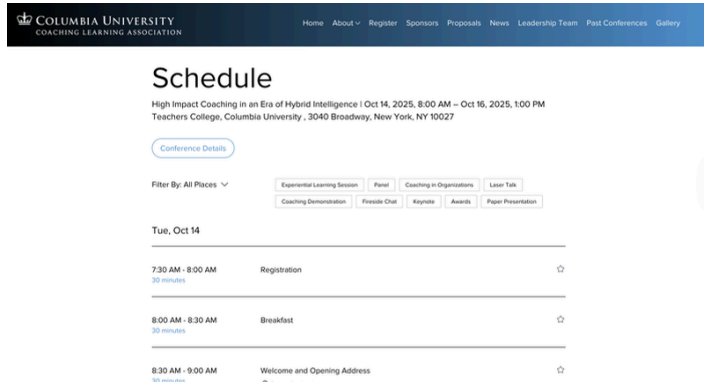


An Exciting Vision for their New Conference Website

Everything was technically there: an amazing leader and event leadership team, the agenda, speakers, sponsors, and audience. Enough trust to move forward. The work was important, and so is this work relationship.

- Will Squarespace, where the site was, or Wix best meet these new goals and the scope of work?

- How can we best present this?
- Polish this part up more?
- Manage this in the future?
- Make this part more interactive?
- An update on our side, easier?
- Navigate to this right away?



The new site structure treats everything equally. Before this work, site visitors had to work to understand:

- Who's speaking, and about what
- Benefits and what makes this event and community so valuable
- What to do next

The Full Website Scope and Build in Wix Studio

A more modern look, more clarity, and more interaction. The focus: **remove friction and make the experience easier to trust.**

- Reorganized content into a clear, intentional flow
- Built hierarchy so key information stood out
- Simplified navigation and registration paths
- Slideshows, a countdown clock, a blog
- Ordered speaker collections, team bios, and sponsors
- Created very distinct entry points and SEO structures for attendees, speakers, sponsors, and stakeholders

What Changed

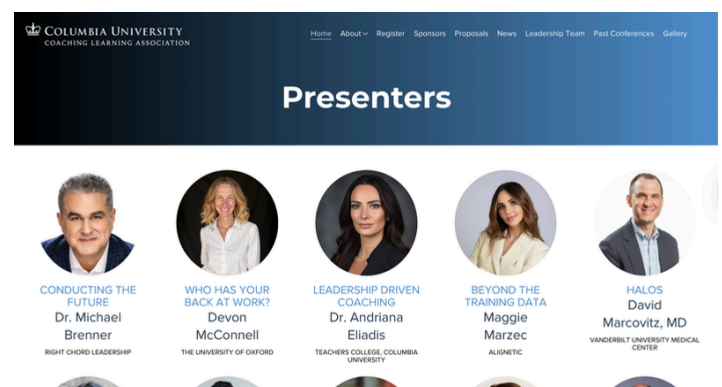
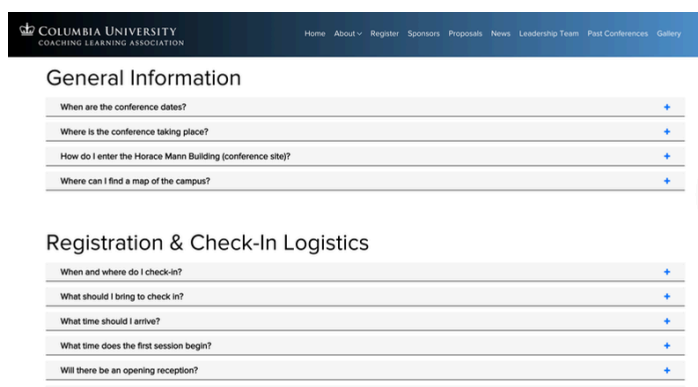
- The site aligned with the level of the conference and the leadership behind it
- Visitors can browse speakers, the agenda, and registration without confusion
- Stakeholders feel more confident sharing it

“A key shift was seeing the site become part of the event experience, not only a container or the starting place for it, and experiencing a high level of consistency and professionalism with a quickly assembled team.”

”

What Didn't Work (At First, Owning Up to My Unpredictable Parts)

- Pressure to include everything and launch earlier, before the information or structure was ready
- A hard time following my typical build and launch process on a larger site with more stakeholders
- Some sections became too dense or messy before later simplifying
- Clarity or the final look took more iterations because everything is equally important to show upfront



The Outcome

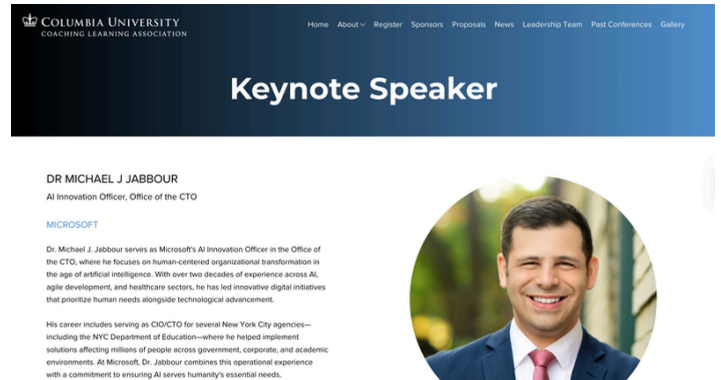
The site, training, plus follow-up support provided met the goals, and it can all now be a **clear, credible, easy-to-use extension of the conference itself.**

[Check out their site here.](#)

The 2025 Columbia Coaching Conference Results

A great organic +~80% traffic pattern spike at launch time, a much larger increase leading up to the event, and a stronger website and plan for the future.

- More consistent engagement and visibility
- Steady registrations (with a surge closer to the event)
- Clearer navigation, more time on site, less drop-off
- Strong search engine and AI visibility tied to institutional content and search
- Simple website follow-up training and support documentation in place

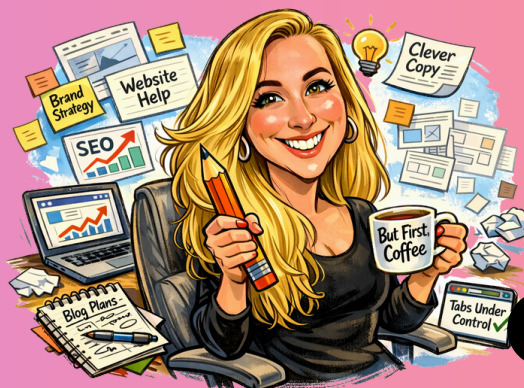


Closing

You don't always start from scratch or overhaul a major site like this for the sake of it. So I'm here to help you close some gaps between **strong design work, how you're being found, and how clearly and consistently your brand shows up online**. Plus, I'll always try to make the messy parts of a website, integration, and gathering insights more fun and light. We've got this, and it's getting closer.

Create a Clearer and Future-Proof Website in Wix, Start Next Week

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