



Case Study: Columbia University Coaching Conference

**In collaboration with: Board of Directors | Marketing Chair
New Website Design, Content Cooperation, and a Structural Refresh**

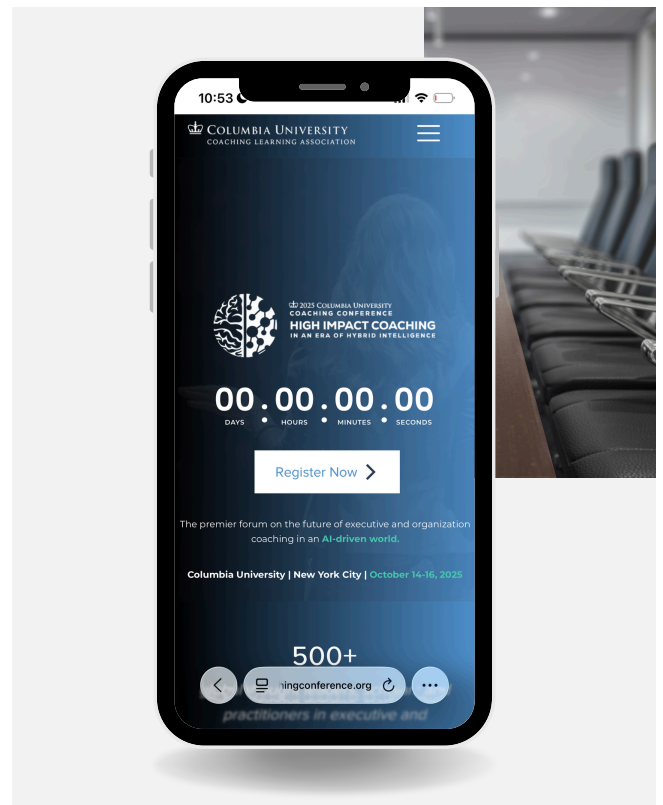
The Moment

Their [fifth international coaching conference](#) is coming up. It's already established, respected, and backed by Teachers College at Columbia University. But the website didn't reflect their growth and the event's success. It held similar information, but didn't guide you through.

An Exciting Vision for the New Conference Website

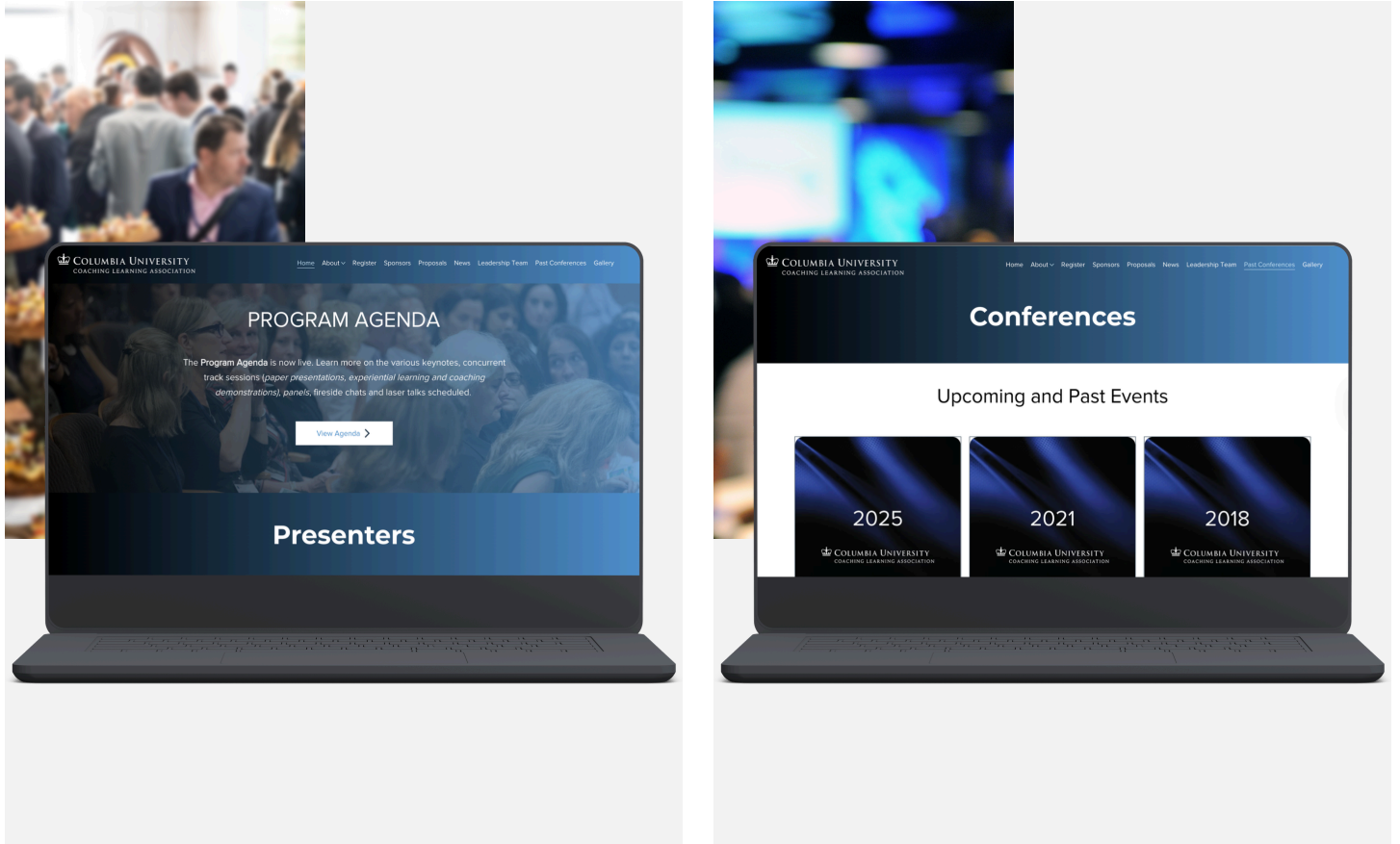
Everything was technically there: an amazing leader and event leadership team, the agenda, speakers, sponsors, and audience. Enough trust to move forward. The work was important, and so is this work relationship.

- Will Squarespace or Wix best meet this scope of needs?
- How can we best present this?
- Polish this part up?
- Manage this?
- Make this more interactive?
- An update easier?
- Navigate to this?



The new site structure treats everything I mention here 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, 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 Part)

- Early pressure to include everything before the structure was ready
- Some sections became too dense before simplifying
- Clarity took more iterations because everything is important

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 Conference Results

A great organic +~80% traffic pattern spike at launch time, and stronger website performance for the future:

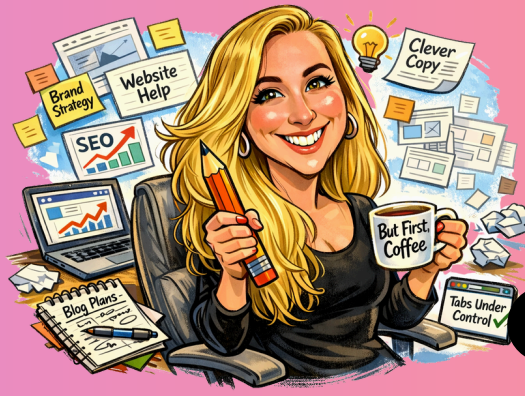
- more consistent engagement and visibility
- steady registrations (with a surge closer to the event)
- clearer navigation, more time on site, less drop-off
- strong search engine and AI visibility tied to institutional content and search
- simple website follow-up training and support documentation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

Closing

You don't always start from scratch or overhaul a major site like this for the sake of it. I'm here to help you close some gaps between **strong work, how it's being found, and how clearly it shows up online.**

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

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