



mcm net

digital marketing agency

Cats Protection

Case Study

Award
Nominated

Bespoke
CMS

Improved
Usability &
Navigation

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Case Study: Cats Protection

Brief

Following a competitive five way agency pitch, leading UK cat welfare charity [Cats Protection](#) invited [MCM Net](#) to build their new website.

The old website had serious limitations as the online donation process was long-winded and over complicated, users found navigation frustrating and the graphics needed updating. It was therefore crucial that the new website had a streamlined online donation process, a simple, consistent navigation and was aesthetically impressive.

Execution

MCM Net created a new website from scratch, powered by a large [content management system](#) built in house which gives admin users the freedom to independently add dynamic text, images and video to any pages within the site – something they were unable to do beforehand.

The online donation process was streamlined into three easy steps to encourage more people to donate through the website. We also added a Flash-animated donation tin to every main header which shakes when rolled over to grab the visitor's attention.

The site navigation structure was simplified, adopting a clear box text format and signposts directing users to key areas of the site.

Cats Protection wanted the '[Cats for Kids](#)' area to be highly animated and packed with lots of fun and interactive elements for children to explore. We took Cats Protection's SuperCat and friends graphics online to form an integral part of the 'Cats for Kids' branding and animated them using Adobe Flash to bring them to life so that they move when clicked on. We then filled the area with competitions,



downloadable mobile/computer wallpapers and ringtones, screensavers, information about cats, a separate kid's news feed and online [games](#) featuring 'SuperCat' and friends.

The site's new CMS now handles the charity's e-marketing campaigns, from composing and sending out newsletters through to managing subscribers and creating subscriber groups. We also integrated [SEO](#) functionality into the CMS so that Cats Protection can assign specific keywords, auto-friendly URLs, page titles and other Meta data for search engine optimisation purposes.

Result

The new site generated a vast amount of interest and was featured on Net Imperative, [The Drum](#) and [Creative Match](#). The charity's Facebook and Twitter pages were buzzing with very positive comments about the site.

More recently, the site has received praise from a number of website reviews carried out by the NMA, Third Sector magazine and Web User, who rated the site 89/100, 16/20 and 4/5 respectively.

Comments from these reviews included "a great example of how to present a wide range of content without creating a confusing site", "fresh and uncluttered... easily accessible" and "a vast improvement... it's the extra features that really impress"