



# Web Development for Mental Health Service Provider

## PROJECT DETAILS

 Web Development

 Jan. 2020 - Jun. 2021

 \$50,000 to \$199,999

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## PROJECT SUMMARY

Ignite Visibility migrated a mental health service provider's website to another custom website. They are also responsible for content writing, SEO, and e-commerce integration for their membership platform.

## PROJECT FEEDBACK

The project was a success and had received great feedback from its users. Ignite Visibility lowered the company's bounce rates by 50%, increasing the time of their visit significantly higher. They were detail-oriented and immersed in their vision.



## The Client

Please describe your company and your position there.

I am the CEO of TAG, a mental health service that provides a combination of people sharing their experiences and licensed clinicians who analyze and provide our members with advice and coping skills.



Erik Nielsen  
CEO, TAG



Healthcare



11-50 Employees



Dallas, Texas

## The Challenge

For what projects/services did your company hire Ignite Visibility?

We need to migrate from our Alpha site to a custom website that Ignite created for us.

### CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

How did you select this vendor and what were the deciding factors?

We had a recommendation to use Ignite and found their experience relevant and extensive.

Describe the project in detail and walk through the stages of the project.

After a series of discovery meetings Ignite was tasked with creating our entire site from design concept to production to content writing, blog creating, SEO optimization, ecommerce integration, and membership platform.

How many resources from the vendor's team worked with you, and what were their positions?

We worked with a variety of Ignite's team from design through development and specialists in SEO, analytics, and copywriting.

## The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

The project was a success and we've had a great reception from our members. Our bounce rate is 50% less than our industry and our time on site and pages per visit are significantly higher than our industry.

How effective was the workflow between your team and theirs?

They were detail-oriented and kept our project moving along, bringing the right resources to the table when needed.





What did you find most impressive or unique about this company?

I was most impressed by Ignite's ability to immerse themselves in our subject matter and create content that was powerful, despite our niche in mental healthcare.

Are there any areas for improvement or something they could have done differently?

We could have moved faster, which was partly due to our (client-side) changes.

