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# New Non-Profit Website Sees an Immediate 30% Traffic Increase and Growing

Neurofibromatosis Midwest, a Non-Profit 501(c)(3), launched a fully redesigned website with the help of Idea Marketing Group in late August of this year. The newly redesigned website makes it easier for families and friends affected with neurofibromatosis find helpful articles, resources, as well as news and events.

“Our goal is to keep an active, comprehensive neurofibromatosis database,” NF Midwest Executive Director Diana Haberkamp stated. Though the information existed on the previous website, it was several clicks deep and took significant time to update and maintain. “The team at Idea worked closely with us in reorganizing and presenting information in a clear, effective format,” reported Haberkamp. The new website is built on the Wordpress platform allowing for non-tech savvy staff to add and edit content quickly with ease.

In addition, search engine rankings have improved resulting in an increased amount of visitors. Google Analytics show a continual growth in visitors (+30%), duration of visits (+18%), and more importantly conversions compared to the previous month. “We have been experiencing an increased amount of emails and calls on a weekly basis,” said Haberkamp.

The launch of the new non-profit website marks off one of the larger goals set by NF Midwest for 2012. “With the website now complete, we have been able to shift our efforts towards increasing active local chapters as well as marketing our on-going events,” stated Haberkamp. The Neurofibromatosis Midwest website can be seen by visiting www.nfmidwest.org.

**About NF Midwest**

Neurofibromatosis Midwest is an organization dedicated to the support and education of people affected by the Neurofibromatoses, to the education of health care providers, and to the investment in research.  
www.nfmidwest.org

**About Idea Marketing Group**

Idea Marketing Group is a creative marketing agency specializing in brand development, web design, graphic design, and marketing. Clients range from multi-million dollar corporations to family owned businesses nationwide with a focus on food & beverage, hospitality, manufacturing, and non-profit organizations.  
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