

Transforming Commercial Experience

Designing and building a multi-audience commercial website around how different audiences evaluate, navigate, and act.



Skilltrade serves employers, workforce organizations, institutional partners, community organizations, and individual learners.

The website needed to bring those audiences into one coherent experience while supporting very different commercial and enrollment journeys.

4

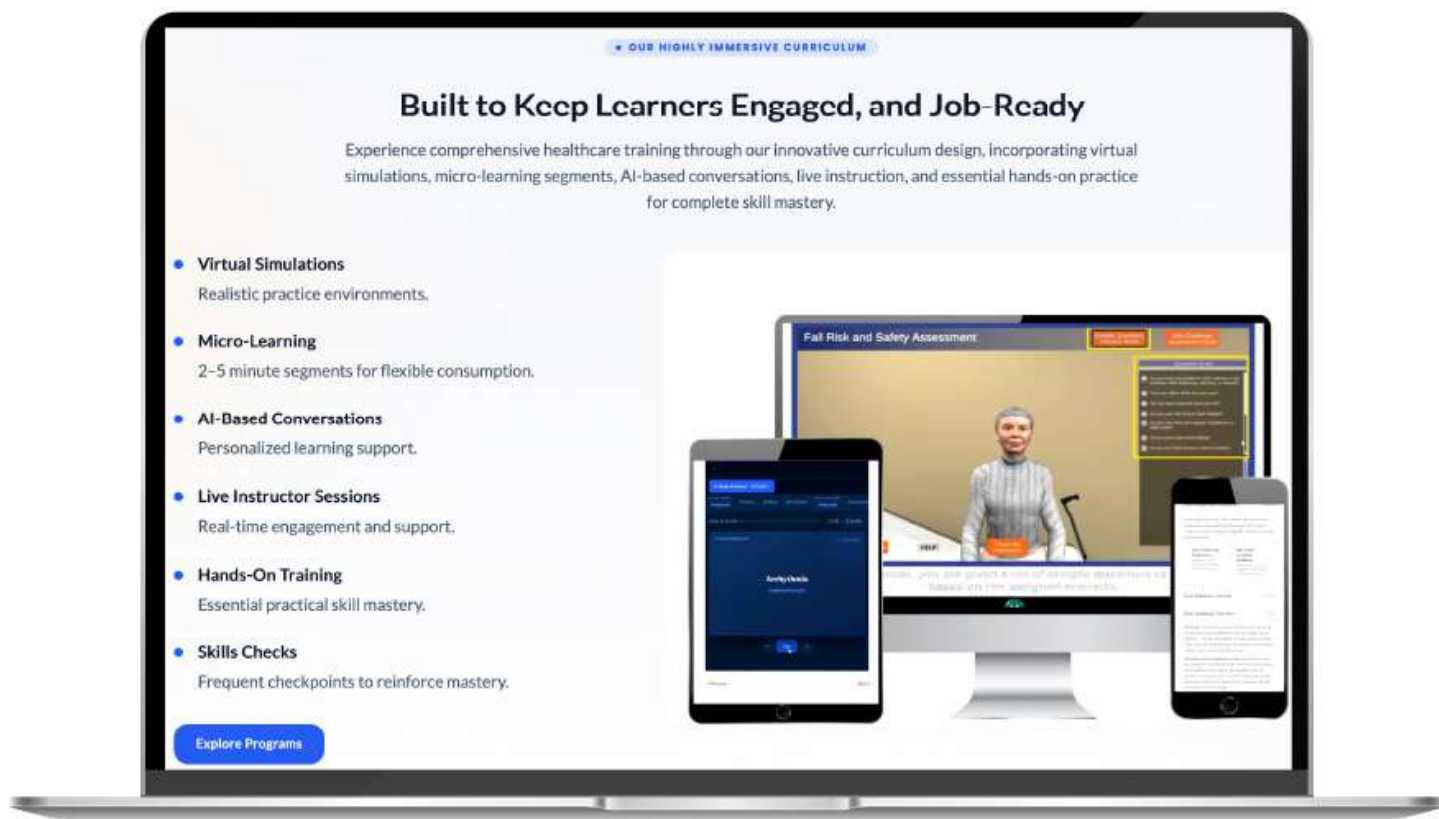
Audience groups

8

Integrated workstreams

12

Documented experience improvements



AI-Assisted Development Process

- Commercial Experience
- Buyer Journey
- Information Architecture
- AI-Assisted Development

The Commercial Challenge

One organization. Different audiences. Different decisions.

The challenge was larger than redesigning pages.

Skilltrade's website needed to support four different audience groups while advancing several commercial objectives at the same time:

Healthcare Organizations

Evaluating workforce and training solutions.

Workforce Partners

Evaluating training options for the populations they serve.

Prospective Students

Evaluating programs, funding, eligibility, and career opportunities.

Community Organizations & Non-Profits

Evaluating partnership and program opportunities.

The website also needed to better support employer engagement, workforce partnerships, lead generation, and enrollment growth.



Key shift

From organizing the website around information to organizing it around decisions.

Before

- Multiple audiences sharing one broad website experience
- Program information needed clearer navigation, comparison, and funding visibility
- Calls-to-action, landing pages, and lead capture needed greater connection to user intent
- Testimonials, outcomes, imagery, and partner proof needed greater visibility
- Program availability and geography were harder to personalize

After

- Audience-specific paths organized around different needs
- 3 program-discovery areas strengthened
- 3 conversion mechanisms strengthened
- 4 trust and proof elements elevated
- 4 localization and personalization features introduced

The Commercial Architecture

Start with what each audience needs to understand.

The redesign began by looking beyond individual pages and considering the commercial experience as a system.

For each audience, the site needed to answer four questions::

01.

Is this relevant to me?

02.

What is available?

03.

Why should I trust it?

04.

What should I do next?

That logic informed the structure of the website, content hierarchy, program discovery, pathways to action, and supporting proof.



8 Connected Workstreams

The work spanned:

Website Strategy

Defining the role of the site within the broader commercial model.

User Journeys

Creating clearer routes for different audiences.

Program Architecture

Making programs easier to discover and evaluate.

Landing Pages

Building focused experiences around programs and audiences.

Microsites

Supporting targeted commercial and institutional opportunities.

Lead Generation

Creating clearer opportunities for visitors to act.

Content Organization

Structuring information around what each audience needed to understand.

CRM Integration

Connecting digital engagement with downstream commercial workflows.

AI-Assisted Development

AI accelerated the build. Commercial judgment shaped the experience.

I led the commercial strategy and development of the website using an AI-assisted development process.

AI was used as a working layer within the build process to accelerate iteration and help move more quickly from commercial questions to functioning digital experiences.

The Workflow

Commercial Question



Audience & Buyer Logic



Information Architecture



AI-Assisted Development



Human Review & Refinement



Live Commercial Experience

AI supported areas such as:

Content iteration

Developing and refining content around different audiences and decisions.

Structure exploration

Testing ways to organize complex programs, information, and pathways.

Development

Accelerating page and component development during the build process.

Iteration

Supporting faster refinement, troubleshooting, and improvement as the experience evolved.

AI accelerated the work.

Human judgment determined what was worth building.

What Changed

The experience became easier to navigate, evaluate, and act on.

3 Conversion Improvements

- **Calls-to-Action:** Strengthened pathways to the next step.
- **Landing Pages:** Created more focused experiences for specific audiences and opportunities.
- **Lead Capture:** Expanded opportunities to translate engagement into commercial action.

3 Program Discovery Improvements

- **Program Navigation:** Made offerings easier to explore.
- **Program Comparison:** Made differences between programs easier to understand.
- **Funding Visibility:** Brought an important decision factor closer to program evaluation.

4 Personalization Improvements

- Interactive State Map
- State-Specific Program Information
- Dynamic Content Based on Selection
- Simplified Navigation for Local Offerings

The Outcome

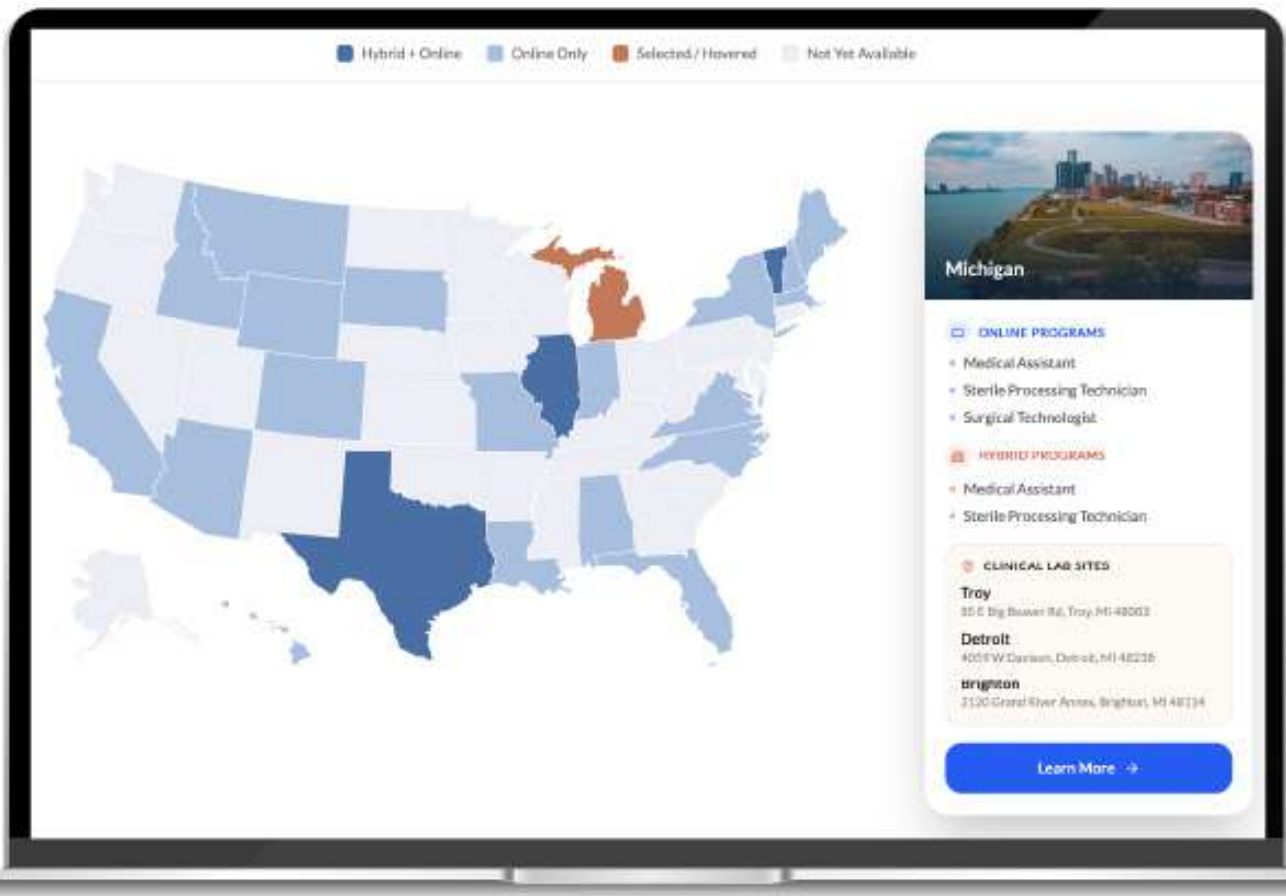
More than a redesigned website.

The result was a more connected commercial experience built around the decisions different audiences needed to make.

Instead of treating the website as a collection of pages, the work connected:

The website became a stronger bridge between Skilltrade's programs, its audiences, and the commercial systems supporting them.

A commercial experience structured around how those audiences understand, evaluate, and move forward.



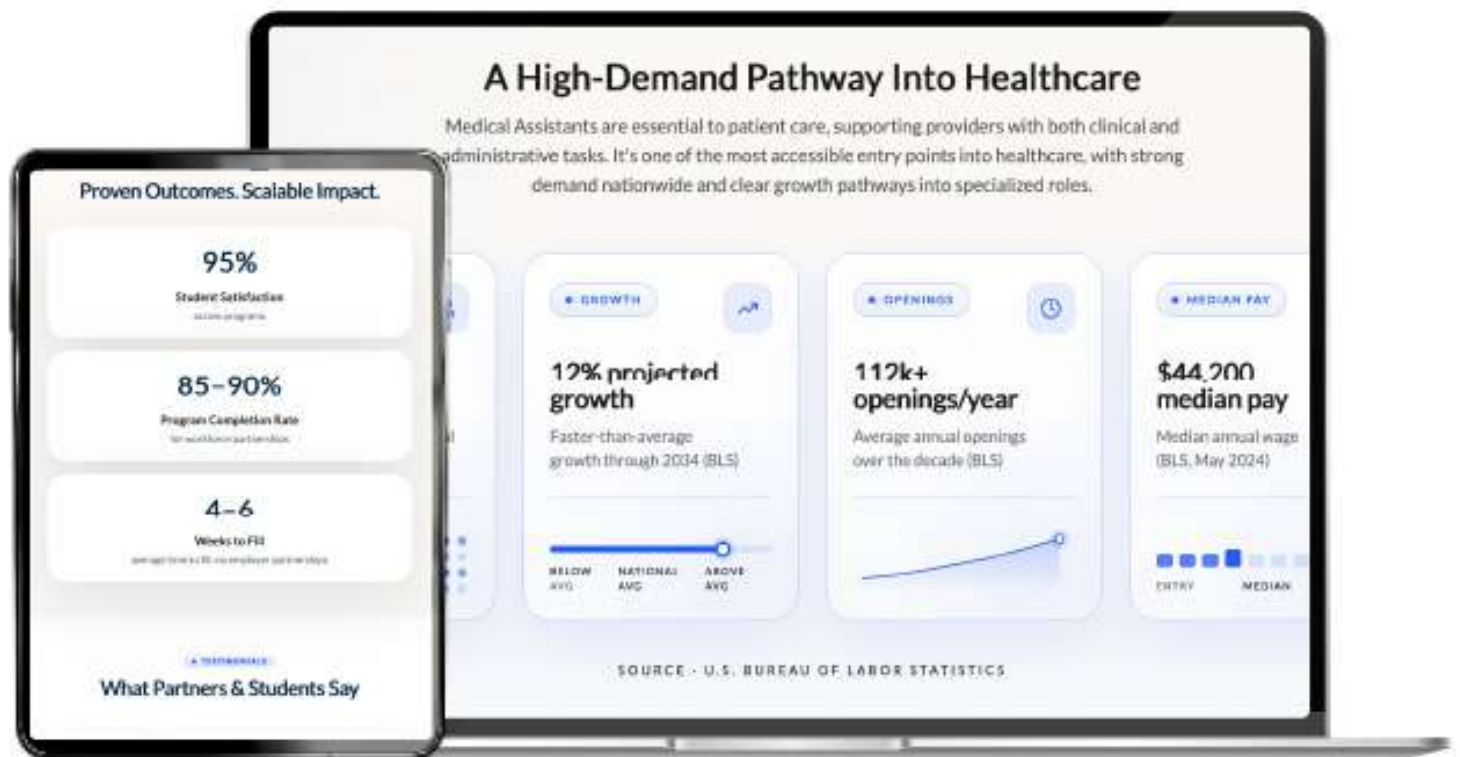
Strategic Takeaway

A complex B2B website should not simply explain the organization.

It should help different audiences quickly determine:

- Is this for me?
- What do I need to know?
- Why should I believe it?
- What happens next?

For Skilltrade, the opportunity was to design those decisions into the experience itself.



AI helped accelerate the development process.

The value came from combining that capability with commercial strategy, audience architecture, and human judgment.