



Website Strategy & Growth Transformation

Skilltrade Inc. (Client) Website Transformation

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The Situation

Skilltrade serves multiple audience

- Healthcare organizations (B2B)
- Prospective students (B2C)
- Workforce partners (B2B2C)
- Community organizations & Non-profits

The website needed to better support

- Employer engagement
- Workforce partnerships
- Lead generation
- Enrollment growth

I led and coordinated initiatives involving:

- Website strategy
- User journey improvements
- Program architecture
- Landing page development
- Microsite development
- Lead generation strategy
- Content organization
- CRM integration



Key Improvements

The primary objectives of this engagement are to:

Audience Pathways



Created clearer pathways for:

- Employers (B2B)
- Students (B2C)
- Academic Institutions/
Non-Profits/
Boards/
Government agencies

Program Discovery



Improved:

- Program navigation
- Program comparison
- Funding visibility

Conversion



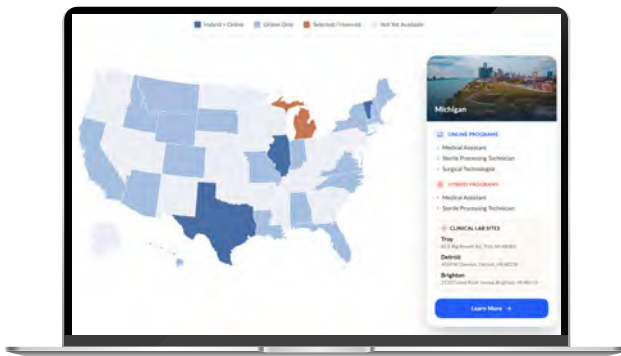
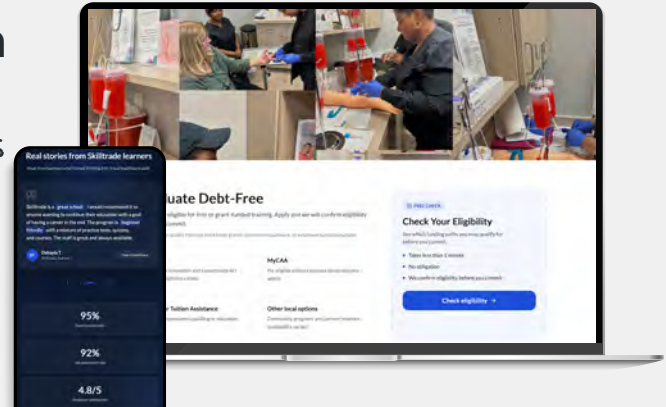
Enhanced:

- Calls-to-action
- Landing pages
- Lead capture opportunities

Strategic Conversion Improvements

Conversion & Trust Optimization

- Enhanced testimonials & success stories
- Added real student imagery
- Integrated employer and partner logos
- Improved visibility of trust signals

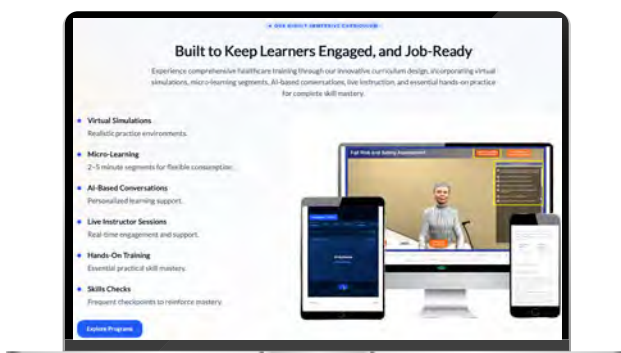
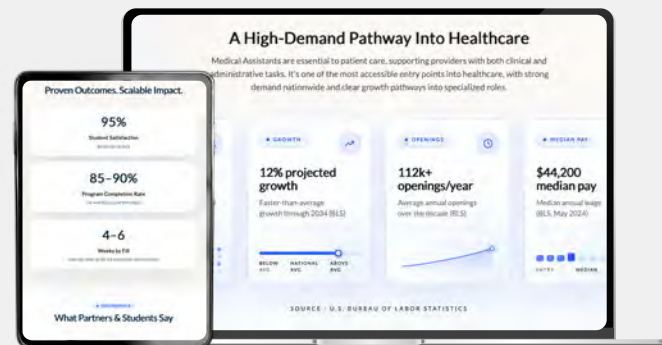


Personalized User Experience

- Interactive state map
- State-specific program information
- Dynamic content updates based on selection
- Simplified navigation for local offerings.

Data Storytelling & Engagement

- Added animated statistics & key metrics
- Highlighted organizational outcomes
- Improved visibility of performance indicators.



Interactive Product Demonstration

- Created explainer videos using After Effects
- Demonstrated platform features and program experience
- Simplified complex concepts through visual storytelling and increased engagement on key conversion pages.

Strategic Takeaway

A website should not function as an online brochure.

It should function as a growth platform that helps visitors quickly understand:

- Who you serve
- What problem you solve
- Why they should trust you
- What action they should take next

