



Save9 Case Study

Client: HQN

- ▷ The solution: **Multi-site Website Management System (WMS)**
- ▷ Type of client: **National UK Housing Finance Training & Consultancy**
- ▷ Benefits: **Secured multiple new accounts and increased UK seminars**

“ Save9 are our first port of call for all of our web-based systems. I can recommend them to anyone needing a fast and reliable information portal and they are great value for money. The Save9 range of services includes online document management, web-driven databases and knowledge management solutions; indeed, almost any activity concerned with supporting the future direction of our (or any other) organisation's online strategy. ”

HQN Business Manager **Steve Bowyer**,
HQN Limited, 2005.



The Housing Quality Network is a not-for-profit initiative set up in 1997 to assist member organisations (local authorities and housing associations) to improve their performance and meet the challenges of Best Value. HQNS runs a variety of benchmarking services, specialist networks covering Rent Income Collection, Housing Strategy Services and Private Sector Housing as well as a range of very popular inspection support services and bespoke consultancy and in-house training.

HQN decided to update its site to better communicate its brand and support its member organisations. With the revamp, HQN realised it had the opportunity to turn its Website into a powerful tool for improving document management via a fast searchable online library, generate leads for its national training workshops, provide a conduit for members to help each other, and offer an online booking service for seminars, conferences and specialist networks.

HQN turned to Save9 Limited, a leader in website design and WMS deployments (Website Management Systems) to make this a reality. Seeing an opportunity to evolve the HQN services, the company identified Save9's core strength as being its ability to help clients rapidly implement their precise requirements and leverage the power of online media.

The goals for the project were to:

- * Differentiate HQN as a high quality initiative that simplifies access to disparate information resources
- * Increase capability of the website to generate leads for national seminars, workshops and conferences
- * Provide easy to navigate site with multiple opportunities for users to contact HQN and fellow members
- * Create a consistent brand representing the core values of HQN
- * Implement an easy-to-learn and use web-based content management system
- * Attain top search engine positions on specific search terms
- * Provide a sophisticated mailing list management tool to update members on relevant topics
- * Provide a multi-website management tool to share relevant information across specialist network sites

The team worked closely with Save9 to produce an online strategy that incorporated a compelling website design with functional information portal services. The result is a website that leverages an impressive client list, a vast collection of files and web-links and a steady stream of interesting news and information to create an online marketing advantage for HQN.

HQN required a content management system that enabled authorised personnel to instantly make changes to the website in a way that would not harm the visual integrity. A completely customised Website Management System was developed. Built from the ground up, this custom WMS provides a search engine optimised technical architecture that features text navigation links, search engine friendly urls and user managed meta and title tags. The WMS is another example of how search engine marketing concerns were addressed throughout the design and development process. Funnelweb, a robust tracking system enables the HQN marketing team to graphically analyse website traffic and the ROI of search advertising campaigns and to monitor search positions.

Since the site launched HQN has secured multiple new local authority and housing association accounts, experienced an increase in new website leads for seminars, conferences and specialist networks, and seen an increase in search engine traffic.

For further information please contact Steve Bromham or Jason Hayhurst in the UK on +44 (0)1723 588099 or email info@save9.com.