



# NATIONAL ASSOCIATION OF WATCH & CLOCK COLLECTORS

Redesigned website **simplifies** complex web environment to create **better experience** for staff, visitors, and existing members.

## OVERVIEW

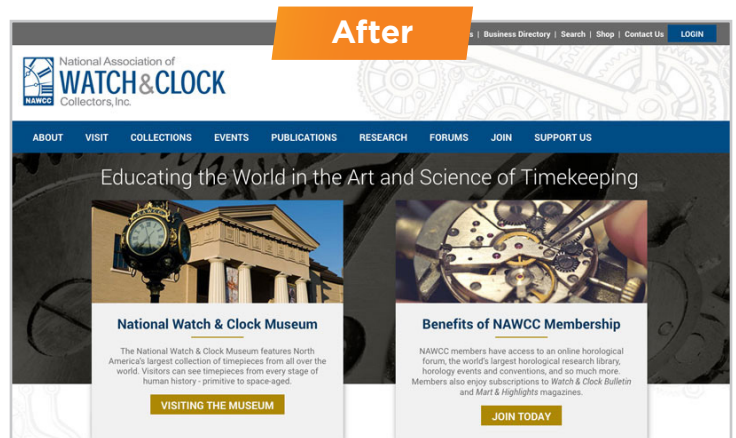
The National Association of Watch & Clock Collectors exists to educate the world about the art and science of timekeeping. The Lancaster County nonprofit maintains the world's largest horological research library and operates the National Watch & Clock Museum, boasting the largest collection of international timepieces in North America.

The organization of over 10,000 members worldwide is committed to sharing the story of timekeeping with the public, particularly through its museum and website. As Board of Directors Chair Richard Newman says, "Most of our members never get to the museum, but they believe that the story and history of time is important. Otherwise, it's just a collection of objects that could be sitting in a warehouse anywhere. We need to tell the story in our museum and on our website."

When it came to telling NAWCC's story, their old website fell short. Developed over multiple years, the site had become several websites cobbled together with different designs and different technologies.

It was a maze to navigate. Menus changed from page to page, broken links were an issue, and it didn't display well on mobile devices. NAWCC needed a simple, unified site that was easy to use—for both their staff and their visitors.

However, as a volunteer organization, NAWCC had many stakeholders involved in the web design process, each with their own idea of what the site should look like, what it should say, and how it should be organized. NAWCC needed a partner who could provide guiding expertise and keep the project moving in the right direction.



# SOLUTION

NAWCC asked EZMarketing to help unify their sites into a single look and feel. In order to meet their goals and timeline, we focused on simplicity, clarity, and organization.

**Simplicity**—Using custom programming, we created a way for the different technologies powering the website to talk to each other. Combined with a visual redesign, this allowed us to make multiple sites look and feel like a single, centralized website.

*“We didn’t just pick EZ because they had skilled web developers. We relied on their advice and marketing knowledge. Their leadership team was very engaged to help us make decisions quickly, get into production fast, and meet our overall objectives.”*

**- Rich Newman, NAWCC Chair**

# RESULTS

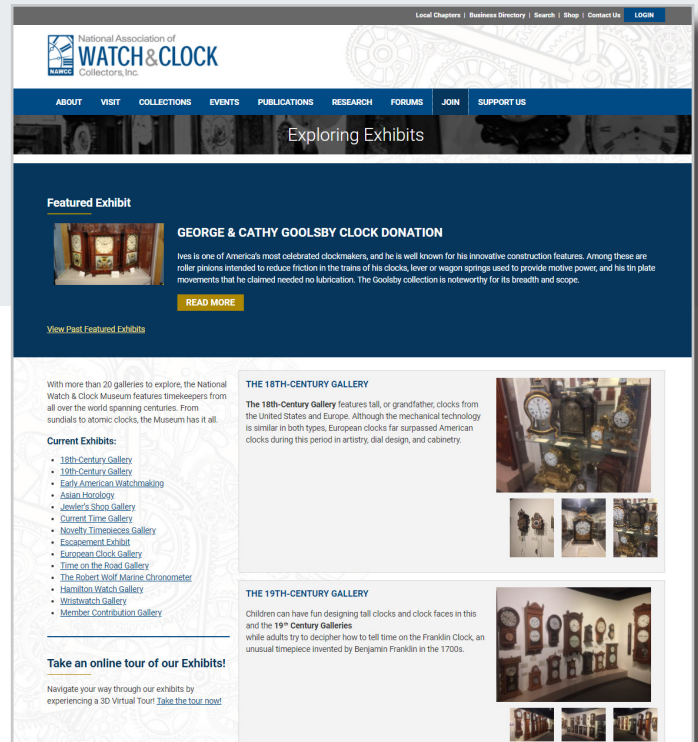
The new website launched in May of 2020—right into the COVID-19 pandemic. But the timing was crucial. The new website allowed NAWCC to promote podcasts, webinars, and other virtual events that would have been nearly impossible to do with the old website.

What’s more, their members love it. NAWCC has a highly active community that shares their feedback on the site’s forums. Since the launch, members have posted positive comments and discussions about new content and features.

It’s made life easier for their staff as well. The old site sometimes had bugs, broken links, and missing pictures that were difficult to update. Since launch, staff have been making regular updates with zero time wasted on technical errors.

**Clarity**—We helped NAWCC identify their core audience and write clear messaging that highlights the value of the museum and the benefits of membership.

**Organization**—The old site had 3 or 4 different navigation bars which changed depending on the page. We streamlined navigation so it’s consistent across the site, making it easier for visitors and members to find information.



Most importantly, the new website helps NAWCC achieve their goal of reaching and engaging watch and clock enthusiasts. While the site still holds thousands of pages, articles, and videos, the simplicity of the site keeps all that knowledge organized and accessible. And that’s keeping visitors interested.

“People found us on the old website, but we weren’t able to capture their interest,” said Newman. “Now when people find us, they’re spending time on the website.”