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The Trade Development Alliance of Greater Seattle: Multiuse, Content-Heavy Interface

Challenge

The Trade Development Alliance of Greater Seattle unites local port authorities and governmental agencies for the mission of promoting the Greater Seattle area as one of North America's premier international gateways and commercial centers. TDA asked Metric Media to help them **wrangle an unwieldy, HTML content-heavy site, develop an improved content management strategy for the site, and update the graphic design.**

Task

At Metric Media, we improved and updated the TDA's site to better serve their visitors, as well as internal editors.

- **Cataloged the content of TDA's existing site.**
- **Crafted a content management strategy** that leveraged readily available tools, data-driven dynamic components, and HTML.
- **Created an improved navigation scheme** by using the site usage data. Dynamic data results can be included on any page with minimum effort.

- **Applied the resulting site architecture to a fresh layout and design** inspired by the natural beauty of the Northwest.

Result

The Trade Development Alliance now has a site that is more appealing to its visitors, and their large amount of content is easier to find. From a website administration perspective, the improved page templates and cohesive site architecture make page updates and creation much smoother. And blogging tools allow editors to publish and organize articles with ease. TDA now has an attractive, simplified site that is easy to maintain.