

*“Caorda synthesized the vision, and built a fantastic website.”*  
- Bruce Deacon, COC

# Canadian Olympic School Program

## CASE STUDY

The Canadian Olympic Committee’s primary goal for the **Olympic School Web Project** was to enlarge the reach of their program, and, in so doing, inspire and engage Canadian students with the Olympic Movement.

COC hoped to leverage the Vancouver 2010 Olympic Winter Games to increase web traffic and program membership. COC selected Caorda in 2008 to design, develop and host the new web site. By 2010, the web site has been selected for multiple awards and students from coast to coast have benefited from the Olympic oriented curriculum.

# The Challenge

In 2008, the existing web site was basic and on a restrictive platform. The site was hidden from search engines and required users to login before they could access any content. COC wanted a vendor to synthesize their vision and goals into a successful online education portal promoting Olympic values to the elementary school and secondary education community. This vision broke out into a variety of specific goals, including to:

- » Dramatically grow traffic to the Olympic School Program website
- » Increase membership numbers in proportion to new traffic
- » Enable user engagement through improved accessibility and presentation
- » Speak to the three focus audiences of elementary students, secondary students, and teachers
- » Facilitate downloads of educational materials available in PDF format

In addition, the website needed to support streaming video, host interactive polls, and be visually appealing to each target group, while adhering to the COC brand as well as guidelines set forth by the Vancouver Organizing Committee (VANOC).

# The Solution

Meeting the established goals involved overcoming a number of immediate and systemic challenges. In particular, ensuring the site was findable from search engines, usable and engaging, and able to handle the flood of new traffic and multi-media bandwidth demands it would receive if the above goals were met.

Initial solutions to these challenges included moving from a simpler website 'hidden' from people and search engines



*“Caorda did an outstanding job of addressing our needs along the way. We appreciate that Caorda worked closely with us through the entire project to make our vision a reality.”*

**Bruce Deacon**  
Manager, Education and Community Relations, Canadian Olympic Committee

behind a home-page login, to a more user-friendly and interactive website on a secure, scalable platform that still allowed for registration and login of users to download the curriculum.

By re-architecting the websites registration and login process as well as revising the visibility of the site's documents, casual web surfers were able to easily find and access the website and many PDF files related to the Olympic curriculum prior to logging in, which dramatically increased user participation.

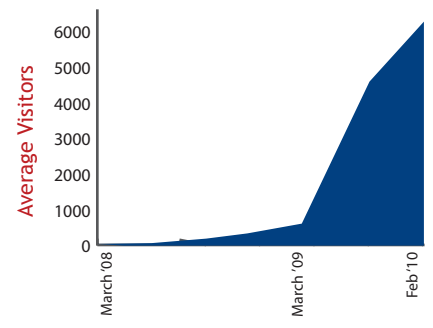
Content immediately became much better exposed to search engines, which quickly recognized the site's value and began ranking it on page one of search results for the majority of keywords related to the content. This brought a torrent of new visitors to the website and effectively spreading the message in an organic, cost-effective way.

Overall solution included: creative design, wire-framing, custom web development, secure Canadian hosting, streaming videos, multi-lingual content management system with interactive polling, and search engine optimization.

Check out the Canadian Olympic School website at [www.olympicschool.ca](http://www.olympicschool.ca)

## Website Stats

- » 470% growth in membership to over 65,000 members
- » 175,000 visitors to the web site in February 2010
- » 2700% growth in web site traffic



## Awards



Caorda wins 2010 VIATeC Online Strategy of the Year



COSP selected for Coca-Cola Live Positively Award - honoring organizations who impacted local communities

## More Information:

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