

# IPHA – New Website

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INTERNATIONAL PRESTRESSED  
HOLLOWCORE ASSOCIATION



# A quick introduction...

- ▶ Worked for Spiroll between 2012-2017
- ▶ Started TOG Marketing in March 2018
- ▶ Freelance marketing consultant
- ▶ Began working on new IPHA site in September 2018

# Objectives

- ▶ Attract new members
- ▶ Engage existing members
- ▶ Promote product & best practice
- ▶ Showcase IPHA – past & present
- ▶ Go-to place for HC info/resources
- ▶ Modern website

# Challenges

- ▶ More visually appealing
- ▶ Clear messaging and calls to action
- ▶ Better user experience
- ▶ Improve search engine rankings
- ▶ Active resource for members
- ▶ Security and compliance



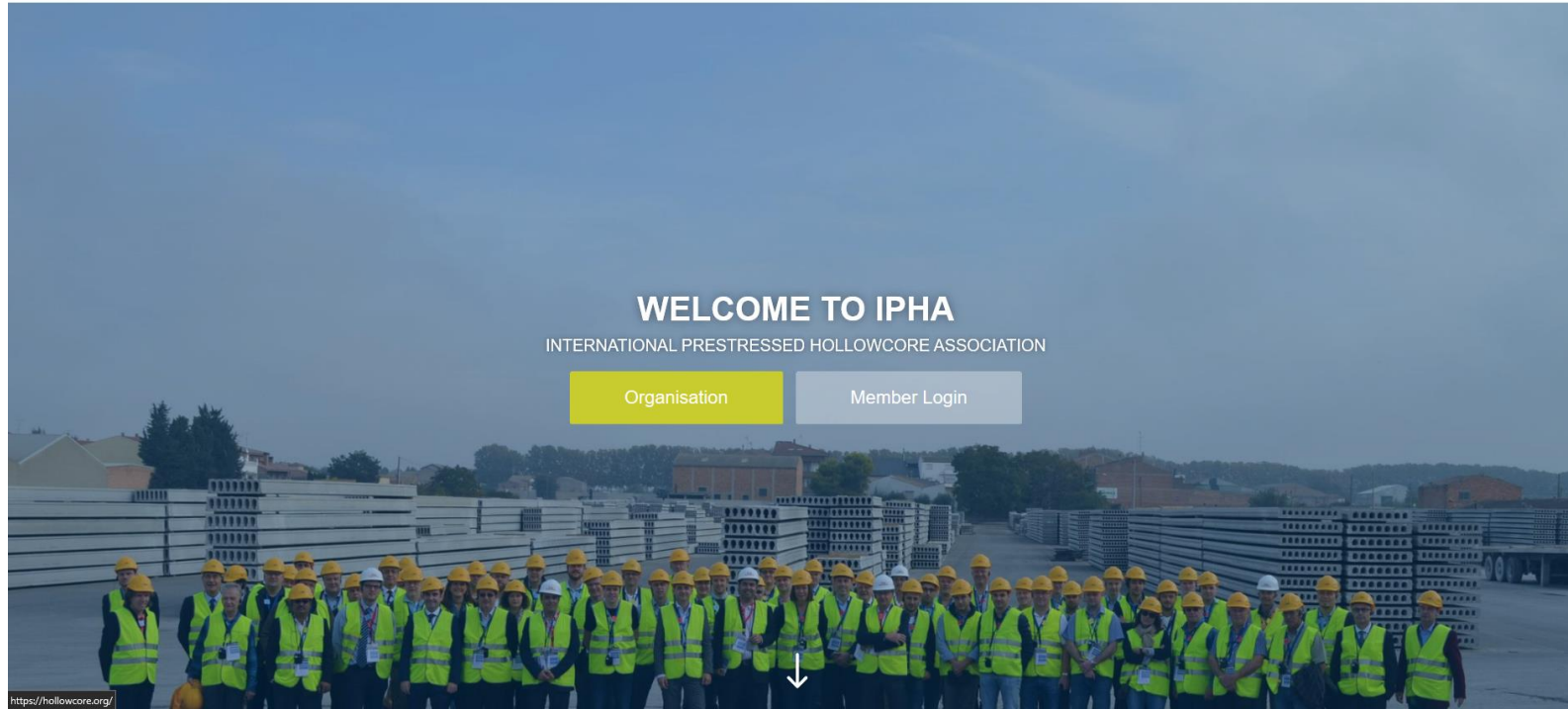
# Solutions

- ▶ WordPress - plugins and CMS
- ▶ New content
- ▶ New layout
- ▶ Mobile friendly
- ▶ SEO
- ▶ <http://> to <https://>
- ▶ GDPR

# The result...



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Thank you, and enjoy  
using the new IPHA  
website....