

CASE STUDY

SERVICES

- ✓ Website
- ✓ SEO



Plant Heroes is a program of teaching resources focused on connecting kids to nature, trees, and forest ecosystems where they live, study, and play. The program aims to provide parents and educators with hands-on, nature-based learning materials designed by ecology and education experts to engage children in topics of forest health, ecology, and plant conservation.



CLIENT CHALLENGE

Plant Heroes was looking to redesign their website with a fresh new look, that is more user and mobile friendly and easy to navigate. The main purpose was to make the educational resources library and info more easily accessible for educators and parents.

REDSHIFT SOLUTION

RedShift recently completed a complete website redesign, which included:

- Reconfiguring the extensive Educators Resources library of **Comics, Lessons, Activities, & Field Guides** to be easier to find, search for and download
- Designing the website in a way that was still professional but with a hint of kid-like quality by mixing real-world imagery with the Plant Heroes characters
- Improving SEO throughout the whole site

REDSHIFT RESULTS

A newly designed site with user experience at the forefront of the design. Within the first six months, educators and students downloaded more than 1,500 materials from the Resource library to teach future generations about the importance of plant conservation.

Website

