

ILLINOIS CERTIFICATION BOARD

Enhancing User Experience for the Illinois Certification Board through advanced web development solutions

The Illinois Certification Board (ICB) is dedicated to protecting the public by providing competency-based credentialing for Human Service Professionals. As a private, non-profit organization, ICB promotes standards for addiction professionals to improve the quality of health care services. This is achieved through the development and publication of standards, evaluation of experience and education, and meticulous review and updating of credentials.

For an organization like the ICB, having a robust, user-friendly, and fully functional website is crucial. That's where GoWeb1 comes in: in the spring of 2022, ICB approached us with the task of overhauling their outdated website, which was plagued by slow loading times, a confusing navigation structure, and outdated content management systems. They needed a well-designed website that not only supports their mission but also enhances the user experience for all stakeholders. GoWeb1 delivered a modern, intuitive, and responsive website that significantly improved functionality, accessibility, and overall user engagement.

Our Comprehensive Web Development Approach

1. SITEMAP CREATION

The foundation of any successful website project is a well-organized sitemap. For the IL Certification Board, GoWeb1 meticulously planned the site structure to ensure logical flow and easy navigation. This included identifying key sections and pages, organizing content hierarchically, and ensuring that users could find information quickly and efficiently.

2. PAGE CONTENT AND FORMS MAPPING

With the sitemap in place, we mapped out the content and attachments for each page, revising many .doc files to .pdf format. This involved collaborating with the IL Certification Board to understand their specific requirements and goals for each section of the website. GoWeb1 created content outlines to guide the development process with their staff, ensuring all necessary information was represented accurately.

3. METADATA CREATION

Metadata is essential for search engine optimization (SEO) and improving the visibility of the website. We developed comprehensive metadata for each page, including titles, descriptions, and keywords. This strategic approach ensures that the IL Certification Board's website ranks higher in search engine results, driving more organic traffic to the site.

4. UX/UI DESIGN

User experience (UX) and user interface (UI) design are critical for engaging visitors and providing a seamless browsing experience. Our design team crafted an intuitive and visually appealing interface tailored to the IL Certification Board's branding and audience. GoWeb1 focused on creating a responsive design that looks and functions flawlessly across all devices, from desktops to mobile phones.

5. THEME AND CONTAINER DEVELOPMENT

To bring the design to life, GoWeb1 developed a custom theme and containers that encapsulate the IL Certification Board's brand identity. This included selecting appropriate color schemes, typography, and graphic elements. Our development team ensured that the theme was consistent throughout the site, providing a cohesive and professional appearance.

6. MEMBER DIRECTORY

One of the standout features of the IL Certification Board's website is the Member Directory Module. This publicly viewable directory is hosted on a dedicated page and includes advanced search and sort capabilities. It allows users to easily find and connect with certified members, fostering a sense of community as well as providing information on the status of credentials.

7. JOB POSTINGS

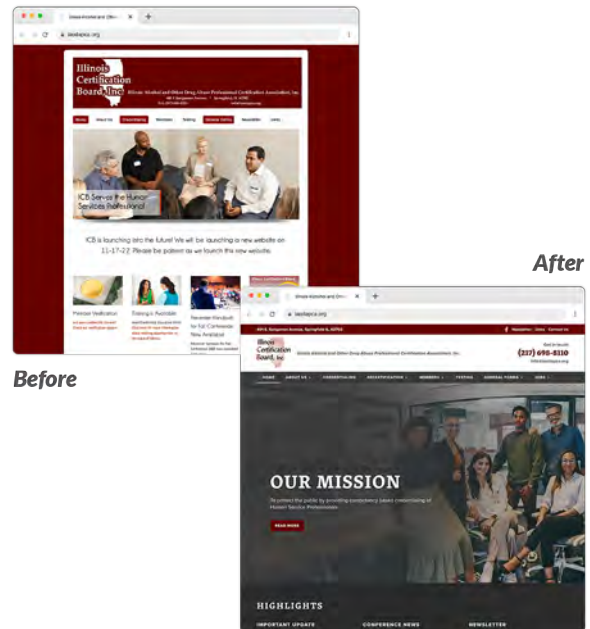
To further enhance the functionality of the website, we developed a Job Postings area of the website. This feature allows users to submit job listings directly on the website. Submitted postings remain in a pending status until approved by a staff website administrator, ensuring that only relevant and verified opportunities are published. This module serves as a valuable resource for both job seekers and employers within the certification board's network.

8. INTERACTIVE PAYMENT FORMS

The custom payment forms section on the Illinois Certification Board's website streamlines transactions, enhancing user experience by enabling secure and convenient online fee submissions. This eliminates manual processing, reducing administrative burden and processing times for both users and staff. Robust encryption and compliance ensure the security of financial transactions, instilling confidence in users regarding the protection of their sensitive information from unauthorized access or fraud.

9. CONFERENCE REGISTRATION WITH PAYMENT WORKFLOW

Creating a custom online registration helps to streamline ICB's entire annual conference registration process. ICB members are able to quickly register and pay for the conference from either a mobile phone or desktop computer. Users are able to select from attendance days, workshops, and amenities on an intuitive form that steps through the registration process. GoWeb1 implemented various rules including dynamic fields that would appear depending on the user's prior selections along with required fields as needed to ensure accurate



registration. Users could also print an invoice that could be mailed with a check or pay by credit card instantly. The application provides real-time updates and confirmations, ensuring participants have immediate access to their registration status and payment receipts.

Additionally, GoWeb1 built a management interface for the online registration system where the ICB team could review all incoming registrations, enter registration notes, update statuses, and export registration attendee reports. The online registration streamlined the entire process and eliminated the need for paper forms to be mailed, faxed, or emailed and reduced data entry errors and duplicate entry saving the ICB administrative team time and overhead.

GoWeb1 is proud to have worked with the ICB team to have delivered a seamless, user-friendly experience for attendees, enhancing satisfaction and engagement while simplifying data management for internal staff.

CONCLUSION

Our collaboration with the IL Certification Board resulted in a state-of-the-art website that meets their specific needs and provides a superior user experience. By combining meticulous planning, innovative design, and advanced functionality, we created a platform that not only showcases their services but also enhances their online presence for human service professionals throughout Illinois. GoWeb1 continues to maintain a professional services retainer with the client, providing ongoing SaaS support for various members of their organization.

If you are an association or similar organization seeking to elevate your digital presence, GoWeb1's team of experienced web developers is here to help. Contact us today to learn more about how GoWeb1 can develop a custom website tailored to your unique needs and goals.



Working with this company is one of the best decisions I feel I have made as the Executive Director. The professionalism, knowledge, and cooperation of this company is its greatest asset! If you are looking for a boutique firm that functions like a Forbes 500, you have it at GoWeb1.

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