

## CLIENT



Medical Aid Committee  
Brookline, Massachusetts  
www.medicalaidcommittee.org

## KEY CHALLENGE

Medical Aid Committee came to us with the need for a brand new website. Their old website was out-dated, clunky and not user-friendly. The website was also not indexed by the major search engines and that issue had to be resolved.

## OLD VS. NEW



## SOLUTIONS

CHRIS MUZILLA DESIGN began the process by offering pro-bono Search Engine Optimization for the Medical Aid Committee and listening to what the organization really needed from their new website. We developed a clean user-interface and a home page that showcases the latest news and displays the diverse positive influence/ actions the organization exercises across the world.

In order to facilitate such important and commendable work worldwide, we worked with Medical Aid Committee to develop a quarterly newsletter and other email marketing campaigns. We took a very simple, yet effective, approach to designing the Donate page; this page is responsible for a large sum of the organization's funds and since launching the new website donations have dramatically increased.

## CONCLUSION

Medical Aid Committee currently enjoys a beautiful online presence that allows them to continue their humanitarian relief programs.

Visit [medicalaidcommittee.org](http://medicalaidcommittee.org) today and learn more about some of their courageous work; We are very grateful to continue to work with Medical Aid Committee and their French partners, the Comité d'Aide Médicale