

# National Electrical Contractors Association Generates a Powered-Up User Experience Complete with Streamlined Navigation for its Members

AT A GLANCE



As the business for National Electric Contractors Association (NECA) continued to grow over the years, the content on its website did too. Eventually, it became unwieldy and difficult to navigate for both new and returning users. Looking to give it a modern revamp alongside [Americaneagle.com](#), NECA launched [necanet.org](#). The organization is now equipped with new effective multisite management tools, navigational features and polished designs. As a result, electricians are complimenting the website’s superior look and feel.

<b>COMPANY</b> National Electrical Contractors Association	<b>INDUSTRY</b> Electrical Contractor
<b>PRODUCT</b> Progress Sitemfinity	<b>COUNTRY</b> United States

## Challenge

Faced with an overabundance of content and ineffective navigation, the National Electrical Contractors Association (NECA) sought out a content platform to streamline the experience for its target audience.

“One additional element is the single sign-on that integrates with our AMS, LMS, Store, forum, and other external sites. For NECA users, it makes the process extremely simple as they can just log in once, and access all their information with the permissions on their account.”

**Elise Baker**  
Executive Director of Public Relations, NECA

## Solution



Utilize Sitemfinity’s content management capabilities to reorganize written and visual content and streamline editorial workflows



Apply best practices for user experience and accessibility, including mobile-friendly and responsive design, to provide their large user base with the highest-quality digital experience possible



Streamline navigation and content discovery to help users make the most of their memberships

## Results



NECA members complimented the newly deployed website navigation and aesthetics



A 23.2% increase in time on page, with the average time clocking out to 1:25



Considerable reduction in bounce rate (<5.5%) and a decrease in page exit rate (14.5%)



**Create Engaging Experiences For Your Website** that hook customers in with Progress Sitemfinity’s content management capabilities

- /progresssw
- /progresssw
- /progresssw
- /progress-software
- /progress\_sw\_