



SiteTechnician

Website testing, tuning & diagnostics

Case Study

Cooking School of the Rockies: Delivering Great Experience with SiteTechnician

Cooking School of the Rockies knew its website was not perfect. Originally launched in 1997, the site had been through numerous upgrades, modifications and improvements, each of which had introduced new levels of complexity.

“Our site had grown unwieldy, to the point where it was difficult to manage effectively. We considered a complete overhaul, from the ground up, but it was difficult justifying the resources. Our SiteTechnician audit convinced us that we needed to make the investment,” stated Karen Barela, Director of Marketing.

A SiteTechnician audit of the Cooking School’s site uncovered an array of usability problems—problems not at all unique to their site—including broken internal links, dead links to external sites, slow-to-download pages, pages that were not optimized for search engine placement, and pages that presented accessibility problems to dial-up users.

“Website changes are too often made based on subjective measures such as design and visual appeal. It’s harder for managers to identify the technical problems that drive users away. SiteTechnician provides quantitative insights about the user experience, and recommends options for making the site function smoothly,” commented SiteTechnician’s Doug Render.

www.sitetechician.com

The objective metrics SiteTechnician provided made it clear that the legacy site was no longer delivering a high quality user experience. “We expect our website to be a source of competitive advantage, not a liability,” commented Barela.

Cooking School of the Rockies also called on SiteTechnician to validate the work of the interactive agency that developed the new website. Before the new site’s debut, SiteTechnician thoroughly analyzed it to ensure that the agency had not committed any oversights, and that it was free of usability problems.

Working with SiteTechnician and their agency, Cooking School of the Rockies was able to produce a new site that delivers the type of quality, problem-free user experience users expect.



Cooking School of the Rockies is the premier culinary school in the Rocky Mountain region. Founded in 1991, the school provides three distinct Professional Programs and numerous classes for home cooks.

Cooking School of the Rockies is nationally accredited by the Accrediting Council for Continuing Education and Training (ACCET) and approved and regulated by the Colorado Department of Higher Education, Division of Private Occupational Schools.

www.cookingschoolrockies.com