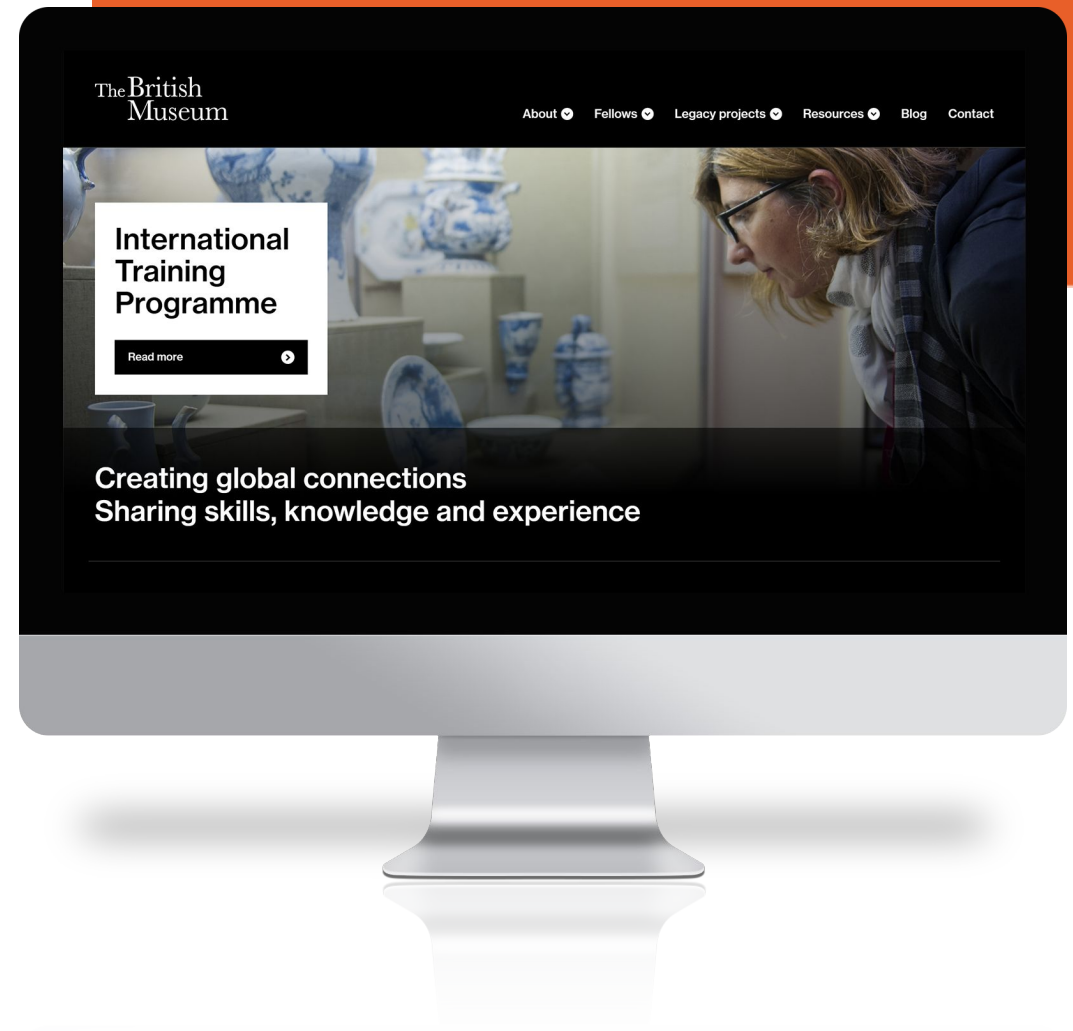




Any agency can create a great website; not all can provide great ongoing and reliable support

Okay, hear us out here.

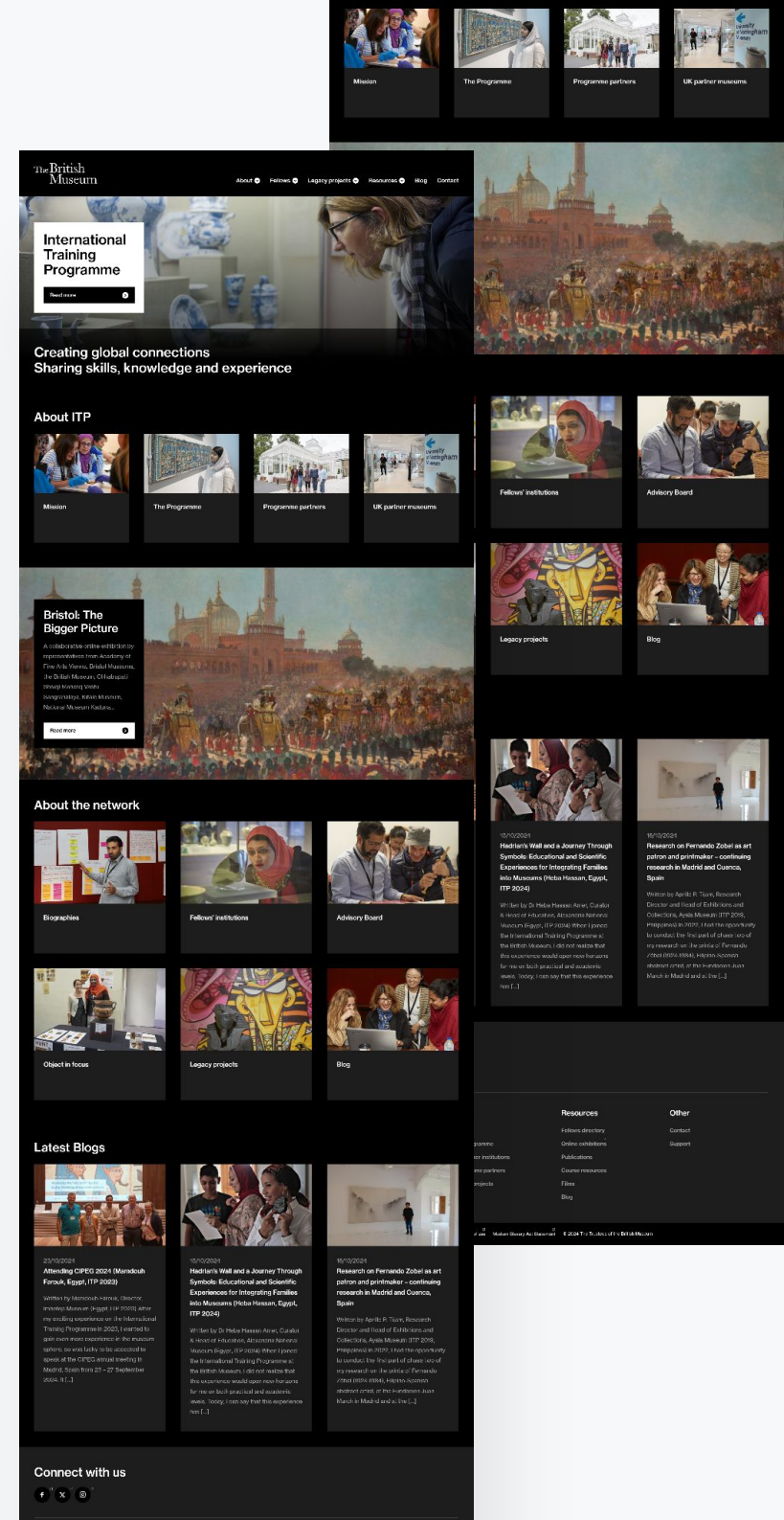
When the British Museum approached us and explained their situation, it was clear they needed greater support with a WordPress microsite.





The Museum's International Training Programme provides a forum for museum professionals around the world, from diverse institutions and backgrounds, to exchange ideas and share skills which will help shape the museums of the future.

A world-class website was pivotal to support the delivery of the International Training Programme and to sustain a global network of inspired museum and heritage professionals.





Bespoke support

Knowing they needed specific support for their needs and not a one-size-fits-all solution, the Museum originally approached nine agencies in total. Fierce competition, right?

Fortunately our expertise, including being a Government-approved supplier on G-Cloud and Digital Outcomes Specialists frameworks, meant we were the perfect fit.

We started by setting up a secure, password-protected Staging Environment on our ISO-certified Managed Dedicated Servers at Catalyst2. In human words, this means a setup that ensures compliance with high security standards, allows thorough testing without affecting the live site, and minimises downtime risks. Our team meticulously crawled the site, reviewed error logs, and tested functionality, addressing any issues found.

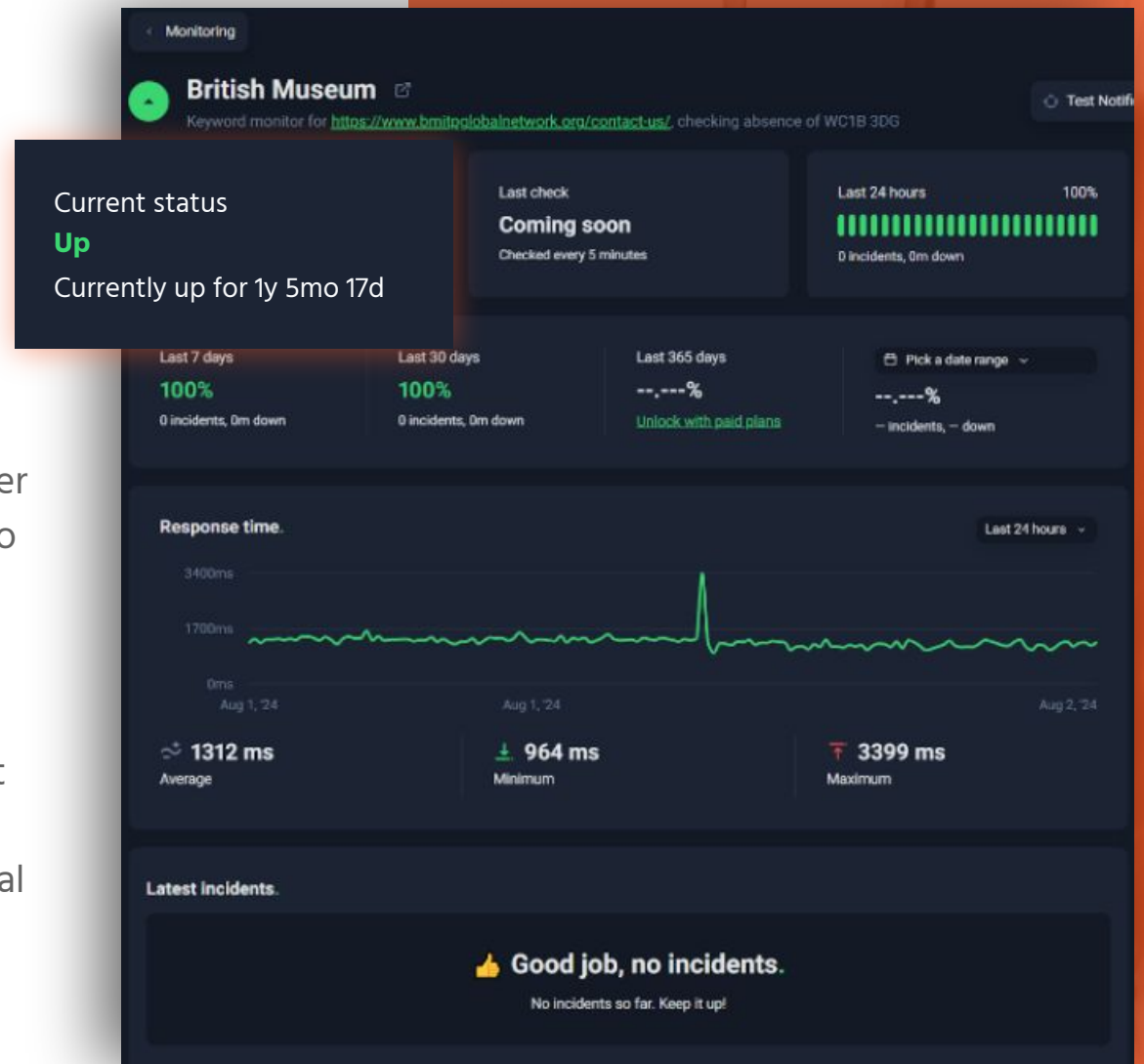
After the Staging Environment was approved, we replicated it for the Production Environment. We ensured daily monitoring of WordPress updates for security vulnerabilities, applying critical updates immediately. Last but certainly not least, we also provided UX software recommendations and utilised Microsoft Clarity to enhance the website and stakeholder journeys.



Immediate impact

We worked seamlessly with the Museum and other partners, quickly identifying and resolving any issues that arose. Our strong expertise on user experience resulted in a website that was easy to navigate and usable.

From our expert understanding of learning management systems, we were able to tailor a powerful and reliable solution for the Museum. It was critical for us to provide a proactive support helpdesk, swiftly addressing queries and technical issues as they arose.





By upholding top-notch security measures and fostering a transparent and collaborative environment, the Museum felt it was a no-brainer to renew for a further 24-month period after the initial twelve month project. And we agreed! The icing on the cake was being awarded a 10/10 on our NPS survey and being referred to the Science Museum off the back of our work.





The Feedback



I've enjoyed working with 2able.
Friendly, efficient, and focused on the
right priorities, **the website's
improved a lot.**

They're easy to work with too!

Alison Bean, Website Product Manager
The British Museum



Craving a similar WordPress transformation?

Find out first-hand how our expertise can transform your website with a thorough WordPress audit. Get in touch to improve how your site performs and experience enhanced security, seamless functionality, and a stronger online presence.

