

CBN-ATL WEBSITE DEVELOPMENT

CASE STUDY 1

CLIENT OVERVIEW



The **CBN-ATL** (Center for Behavioral Neuroscience in Atlanta) is a premier neuroscience research hub affiliated with Georgia State University. The center's mission is to democratize neuroscience research and education, making it accessible to a broad audience of scholars, students, and community leaders.

CHALLENGES/GOALS

CBN-ATL NEEDED



A Research-Focused Hub
A website designed to provide easy access to neuroscience research, educational resources, and collaboration opportunities.



Community Engagement
Tools to engage scholars, students, and the general public in neuroscience research and outreach programs.



Seamless Content Distribution
Efficient dissemination of research findings and neuroscience curriculum to educators and scholars.

SOLUTION IMPLEMENTED

Avenue180 created a custom website solution tailored to CBN-ATL's needs



Custom Web Design
A clean, professional design focused on showcasing research, events, and educational materials. The site emphasized accessibility and ease of navigation for users of all backgrounds.



Mobile Optimization
The site was fully optimized for mobile devices, ensuring that scholars and students could access research materials from anywhere.



Lead Generation Tools
Integrated contact forms and calls to action (CTAs) encouraged community leaders, students, and potential collaborators to get involved with CBN-ATL.



Content Management System (CMS)
Built on WordPress, the CMS allowed CBN-ATL to update research papers, news, and events without needing technical expertise.

RESULTS/IMPACT



Increased Research Visibility
The new website significantly improved the accessibility of neuroscience research, driving more engagement from scholars and students.



Improved User Engagement
The mobile-friendly design and streamlined content improved user interaction, with more visitors accessing educational resources.



Lead Generation
The contact forms and CTAs helped capture leads from scholars and community leaders interested in collaboration.