

Pennsylvania Regional Ballet Website Content and Navigation Refresh

Overview

Pennsylvania Regional Ballet (PRB) is a nonprofit ballet school in Enola, Pennsylvania, offering classical ballet training, children's division classes, adult ballet, performance opportunities, and ways for the broader community to support its mission. Its website serves as an important communication tool for prospective families, current students, audience members, and donors who need to quickly understand PRB's programs, events, and values.

Challenge

As the website grew to include curriculum information, division-specific content, performance details, policies, and fundraising opportunities, it became more difficult for visitors to move through the site consistently. Families researching classes needed a clearer way to understand training levels, age groups, and enrollment requirements. Supporters and audience members also needed more direct access to performances, events, donation opportunities, and contact information.

The site also needed stronger connections between PRB's mission, its educational programs, and the actions visitors could take next.

Objectives

The refresh focused on improving the structure, clarity, and consistency of PRB's most important pages while preserving its identity as a serious ballet training institution with a strong community presence.

Key objectives included:

- Clarifying navigation and page hierarchy.
- Creating stronger relationships between related content.
- Improving internal links between programs, policies, events, and support opportunities.
- Strengthening calls to action for registration, inquiries, event engagement, and donations.
- Helping visitors understand PRB's programs and mission more quickly.

Scope of Work

The refresh included updates to the Home, About, Curriculum, Faculty, Classes, Policy, and Events pages. Together, these pages shape the first impression and decision-making experience for new visitors.

Content was revised to create a clearer path between discovering PRB's programs, building trust in the organization, understanding practical enrollment information, and taking the next step.

The Curriculum and Classes pages were reorganized to make the training pathway easier to understand across age groups and experience levels. Information about children's programs, classical ballet training, and adult ballet was clarified so families and students could more easily identify the options most relevant to them.

The About and Faculty pages were strengthened to better communicate PRB's mission, institutional history, educational approach, and instructor qualifications. Policy and Events content was also reviewed to make practical details, performance information, and support opportunities easier to find.

Approach

The work prioritized information architecture and content strategy rather than cosmetic updates alone. Navigation labels and page relationships were treated as tools for reducing confusion and guiding visitors toward meaningful actions.

Related pages were connected more intentionally, helping visitors move from learning about a program to reviewing policies, contacting the school, attending an event, or supporting PRB's work. This made each page's purpose more distinct while supporting a more logical internal-linking structure for users and search visibility.

The revised content also accounted for PRB's different audiences. Parents can more easily explore class options and understand how training progresses. Adult students can find relevant program information without navigating through child-focused content. Audience members and supporters can more readily locate performances, events, donation opportunities, and ways to connect with PRB.

Outcomes

The immediate result was a stronger structural foundation across PRB's highest-visibility pages. The refreshed content and navigation now present a more unified story about who PRB serves, how its training is organized, what makes the school distinctive, and how visitors can become involved.

The project also created a stronger foundation for future digital measurement. PRB can monitor engagement with curriculum and class pages, review how visitors move through key navigation paths, and track clicks related to registration, events, donations, and contact actions over time.

Strategic Value

This refresh demonstrates how thoughtful website structure, content strategy, and user-path refinement can strengthen a mission-driven arts organization. By treating the website as an enrollment, engagement, and storytelling tool rather than a collection of separate pages, PRB is better positioned to serve families, students, audience members, and supporters throughout Central Pennsylvania.