



About The Project

Are we allowed to use our own website as a case study? We say, "Sure thing!" Our previous LMS had been built in WordPress Sensei, which was clunky out of the box and had to be custom programmed for design and functionality. We really wanted to utilize LearnDash and have the ability to produce SCORM and TINCAN compliant courses.

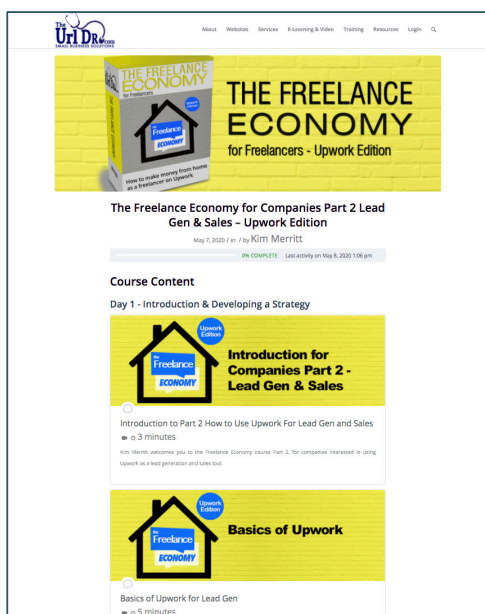
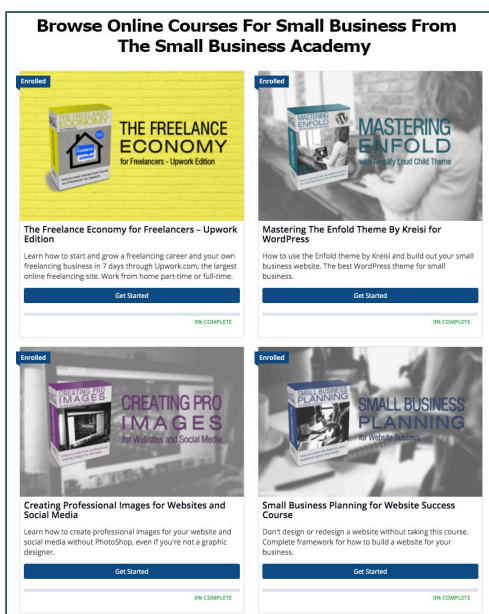
We used the Visual Customizer plugin with LearnDash for a clean and usable design, straight out-of-the-box, without the need for custom programming. LearnDash was used with WooCommerce and Cart Flows to build out landing page funnels that allowed for payment directly on the landing page, along with upsells and downsells. An affiliate program was implemented with AffiliateWP. Memberships and subscriptions allow bundling of content for special offers and continual income.

Objectives

- ✓ Improve learning experience for students
- ✓ Introduce a new LMS design in LearnDash
- ✓ Produce web pages that are visually appealing without custom coding
- ✓ Implement landing page funnels

Services Utilized

- ✓ Instructional design
- ✓ LearnDash w/Visual Customizer
- ✓ WooCommerce / WordPress
- ✓ Paid Memberships Pro, Subscriptions
- ✓ AffiliateWP
- ✓ Cart Flows



Results

The finished product was a highly improved "Small Business Academy." The new clean look is easier to navigate from the customer as well as the student view point. The new Cart Flows program is pushing additional content in upsells and downsells with success. LearnDash has given us a robust LMS from which to build off of. Next stop, SCORM courses.



KimMerritt@TheURLdr.com

814-243-3023 direct