



CUSTOMER SPOTLIGHT:

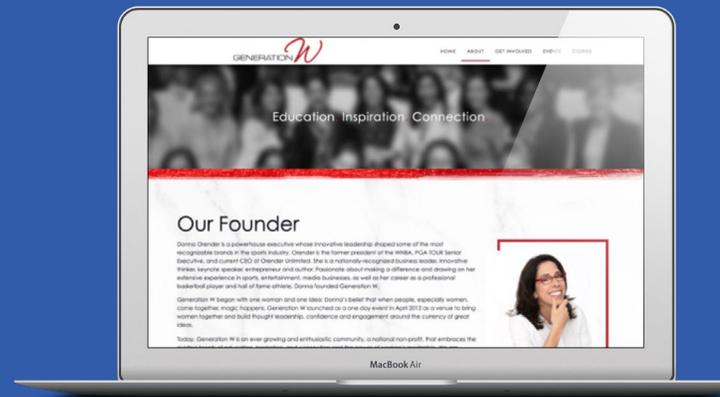
Generation W

GENWNOW.COM

HOW GENERATION W
FINDS SUCCESS ONLINE TO
EDUCATE, CONNECT AND
INSPIRE WOMEN AROUND
THE WORLD

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Donna Orender knows a thing or two about achieving success. A former professional basketball player and hall of fame athlete, she was also once the president of the WNBA, a PGA TOUR Senior Executive and is recognized as an exceptional business leader, speaker and author. Based on her personal experiences, Donna had an epiphany: When people come together, especially women, magic happens. This realization inspired her to launch Generation W. What began as a one-day event in 2012 designed to bring women together and inspire thought leadership, confidence and creative thinking would become a worldwide phenomenon.



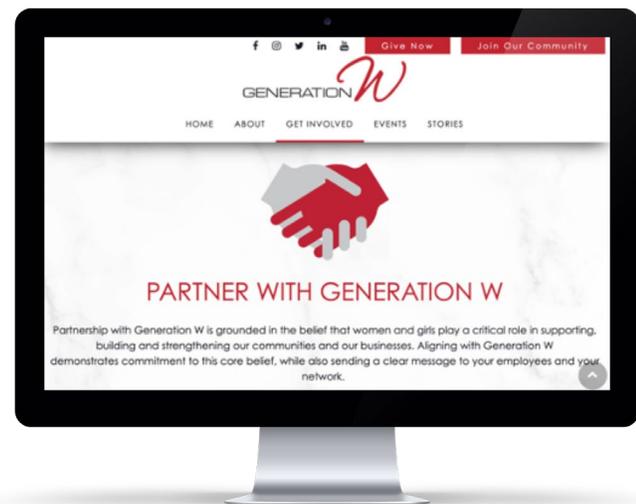
Celebrating the Power of Women

Today, **Generation W** is an ever-growing and enthusiastic community and a national non-profit organization that embraces the guiding tenets of education, inspiration, connection and the power of women's leadership. The Jacksonville, Florida-based organization offers three empowering programs: Generation W for women, Generation Wow for girls and Generation Works focused on neighborhood service projects.

These programs have attracted many talented and inspirational women and some have chosen to become a part of the Generation W team. One of these dynamic individuals is Stacy Ellison, who, after a highly successful career in media broadcasting and public relations, felt motivated to contribute to the Generation W mission. While her official title is Director of Operations and Programming, she prefers "Chief Enthusiast." "I'm proud to be an enthusiastic voice of the organization," says Stacy. "From planning event experiences to community engagement and volunteerism, we collectively work together to achieve meaningful results."

Connecting With an Inspired Website Resource

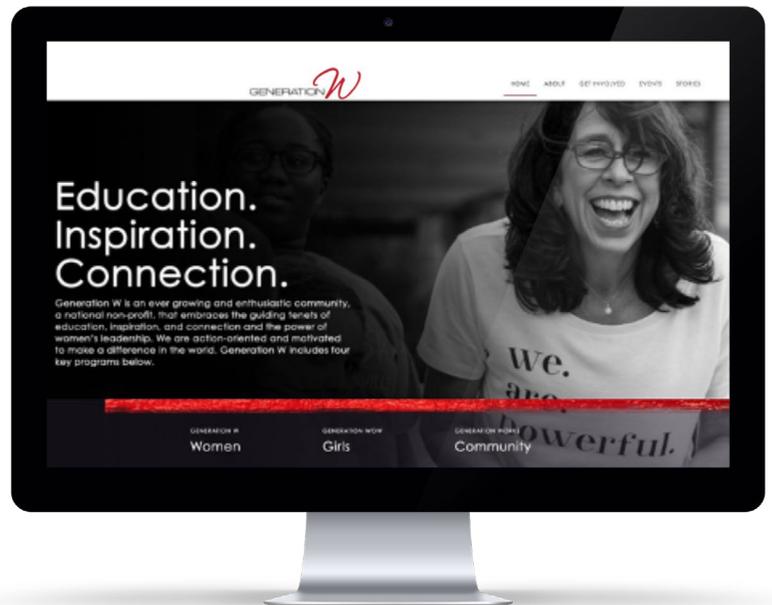
One of Stacy's first tasks upon joining Generation W was to create a website that served as an active voice for the organization to encourage event participation, promote educational opportunities and inspire donations. She soon found a website building partner—Web.com—that was excited to donate time and resources to become part of the Generation W journey. "I love the way Web.com is able to take our vision and transform that into a truly impactful website," says Stacy. "I have sometimes sent them a rough sketch on notebook paper, and they take that and make it into a dynamic element of our site content."



An Empowering Website for Women Everywhere

“Web.com is a supportive partner who understands and amplifies our vision.”

While Stacy and her team possess a wealth of media, marketing and business experience, their expertise with a website and online topics was less robust. That’s where Web.com came in. “We started with basically nothing, and Web.com gave us everything we needed with an outstanding website and expert support every step of the way,” says Stacy. “They have proven to be a supportive partner who understands and amplifies our vision.”



Stacy says Web.com’s **custom website design** services are important but equally significant is a **strategic search engine optimization** (SEO) keyword program that helps Generation W rank prominently in online searches and attract more visitors to its website. “When people go online and use words like “women’s leadership,” “mentorship,” “events” and “experiences” in their online searches, they’ll often find a link to the Generation W website,” she says. “It’s great to know we are attracting women who find these words important—that is our audience.”

Turning Challenges Into Online Opportunities

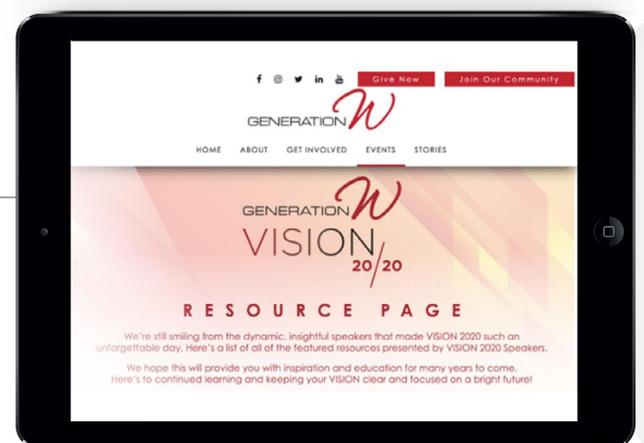
Like many organizations, the pandemic presented obstacles for Generation W, which typically hosts large in-person events. With most large gatherings suddenly prohibited or modified due to COVID-19 concerns, Stacy used Generation W's online presence to pivot and host speaker events in a virtual format on the website. "Our online events offered women and young women, while they were quarantined at home, the ability to join in a virtual environment and still receive connectivity and mentorship opportunities," she says.

With more people staying home and looking for interactive and social outlets, Stacy discovered that online registrations were drastically increasing. "Our signature event here in Jacksonville usually includes about 1300 people," she says. "Thanks to our website and online accessibility, we actually had record-breaking attendance in the virtual environment." Stacy adds that now more women and young women have the opportunity to participate in these experiences, especially with no travel expenses required.

Taking Bold Steps Toward a Bright Future

New Ideas and Ways of Thinking

Stacy said the goal of Generation W experiences is to help women of all ages see inspirational leaders and mentors who look like them share words of encouragement and insights. "Our events are inclusive—the kind of experiences where the CEO of a



Fortune 500 company is participating in the same event as stay-at-home mothers. They both have valuable perspectives to share.”

The speakers at each event come from diverse backgrounds and represent a cross-section of occupations and interests. “You may hear from a five-star admiral, Olympic athlete, lifetime educator or astronaut,” she says. “Our event participants get to see these influential people in an up-close and personal way that lets them know they too can achieve great things and that the possibilities are endless.”

Continuing to Inspire

With more women working from home and children studying in the virtual classroom, Generation W now offers a weekly online meeting focused on handling anxiety and coping with challenges. “Being able to quickly put together online sessions like these are invaluable,” says Stacy. “It’s a testament to the power of our programs—and our website.”

Stacy says she always recommends Web.com highly for anyone looking for a great website. “They are such a wonderful group of people who are so willing to lend their expertise and time to learn about your organization and help you tell your story in a way that connects with your audience.”

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Learn more at Web.com.

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