

# Infidelity Counseling Network

# Development Team

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# Stakeholder

Dr. Ebony Utley

# Overview

Background and Goals

# Background

- ▷ ICN reaches those who have experienced infidelity firsthand
- ▷ As a non-profit, operates solely on donations. No charges for those who use their service.
- ▷ Current website designed by a volunteer no longer with the non-profit
- ▷ Designed to provide little control over the web site

# Goals

- ▷ Donations: Improve the appearance and appeal of donation features
- ▷ Provide more flexibility and control over the web page (WordPress)
- ▷ Add new features to make the site interactive (Progress Bar, Blog, etc.)
- ▷ Optimize the site for Search Engines

# Motivation

- ▷ Reach 3 groups of people:
  - 1) Donors
  - 2) Contacts
  - 3) Volunteers
- ▷ Update the website to provide control to ICN
- ▷ Find ways to break the text as ICN provides most of their information through the website.

# Development

Process, Implementation, Documentation

# Steps - Planning

- ▷ Challenges regarding images



- ▷ Adding complexity to the project
- ▷ Adapting programming backgrounds to WordPress and PHP

# Steps - Implementation

## Challenges implementing the plugin and adding dynamic features

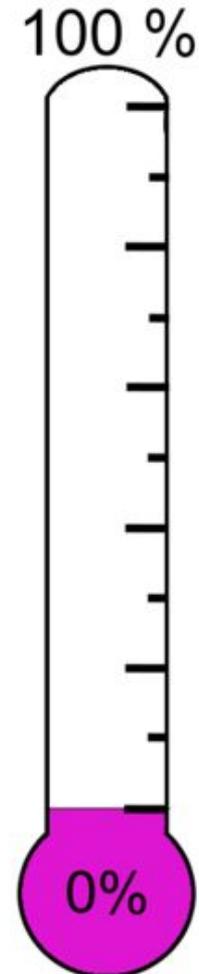
 *Organizations and groups*

- [www.infidelitycounselingnetwork.org](http://www.infidelitycounselingnetwork.org)
- [www.beyondaffairs.com](http://www.beyondaffairs.com)
- [www.infidelityhelpgroup.com](http://www.infidelityhelpgroup.com)
- [www.survivinginfidelity.com](http://www.survivinginfidelity.com)
- [www.marriagerestored.com](http://www.marriagerestored.com) – faith based
- [www.affairrecovery.com](http://www.affairrecovery.com) – faith based

 *Blogs and Websites*

 *Books*

*Donation Goal*



*My peer counselor was a big help, she listened, and did not judge. It was so nice to talk to someone who had been through it, and came out the other end of the tunnel intact, and stronger.*

## Scrolling Testimonials

- ▷ Scrolls through multiple testimonials on the front page
- ▷ Automatic
- ▷ Anonymous

[Home](#)

[About](#)

[Donate](#)

[Resources](#)

[Volunteer](#)

[Feedback](#)

[Talk to a Counselor](#)

[Success Stories](#)



*I'm so blessed to find the ICN website and found {my peer counselor}. I do find it healing when I talked about it.*

**Help keep our services free  
for everyone**

[Donate](#)

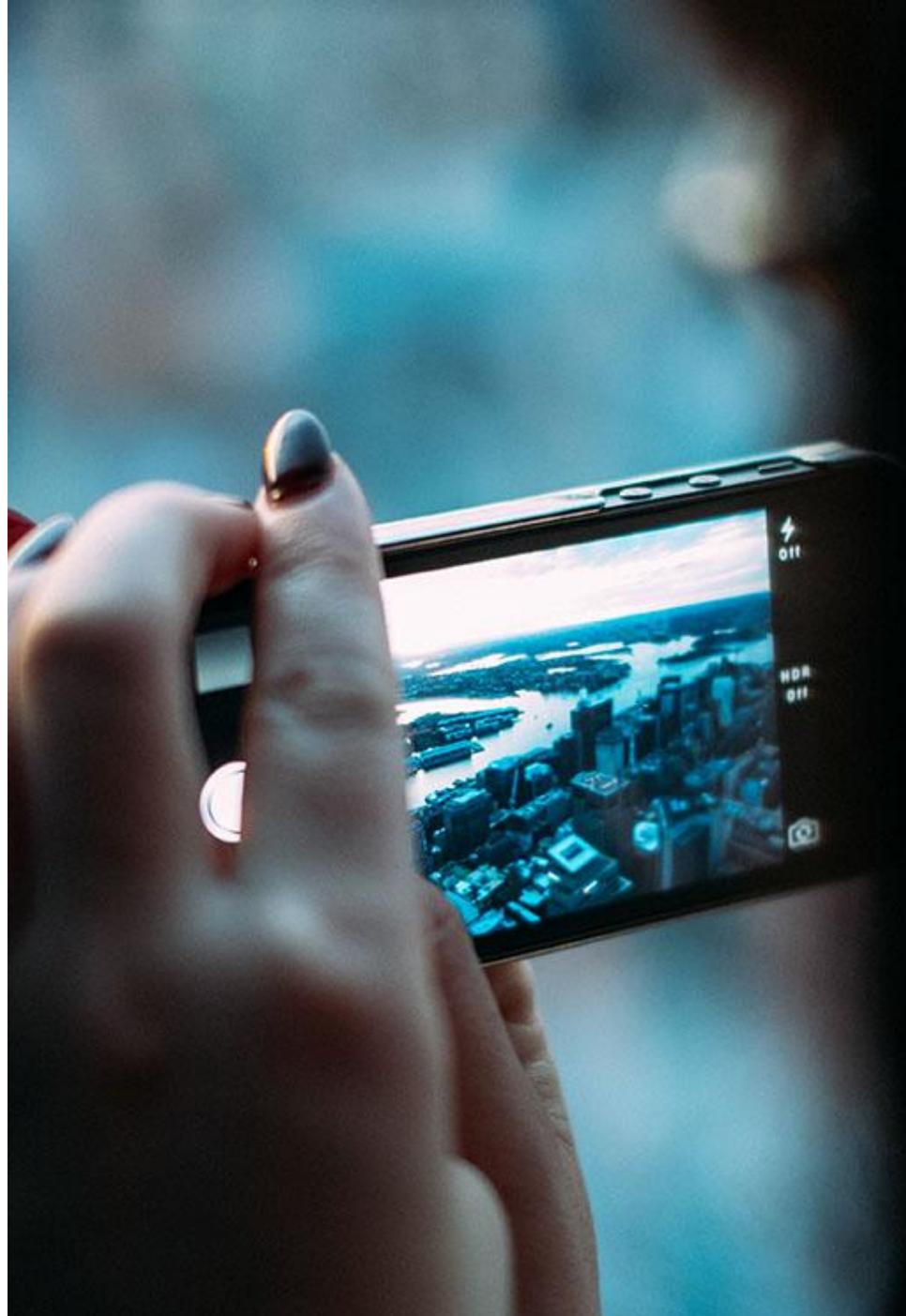
Or mail a check made out to ICN to our  
confidential mailing address:

**ICN**

Final Product

Final Product

Demo



# Future

The next steps

# The Next Steps

## **Optimizing the rankings of the site on different search engines**

Intentionally choose keywords with low competition

## **Begin to build a simple app**

Streamline Newsletters, Training news, Success Stories, and other non-confidential information to those trying to keep tabs on ICN

## **Continue implementing security features**

Safeguard the site against people against the non-profit(the partners of those using the services, etc.)

**Any questions?**