

Emporium Digital



Olive Wellness Institute is a science repository on the nutrition, health and wellness benefits of olive products.

The problem.

Boundary Bend wanted to build a world first online community dedicated to the scientific health benefits of the olive—collating articles, research papers and resources, curated by experts on olive science from around the world. Through collaboration with the Boundary Bend team, the thought process or idea of the Olive Wellness Institute was brought to life.

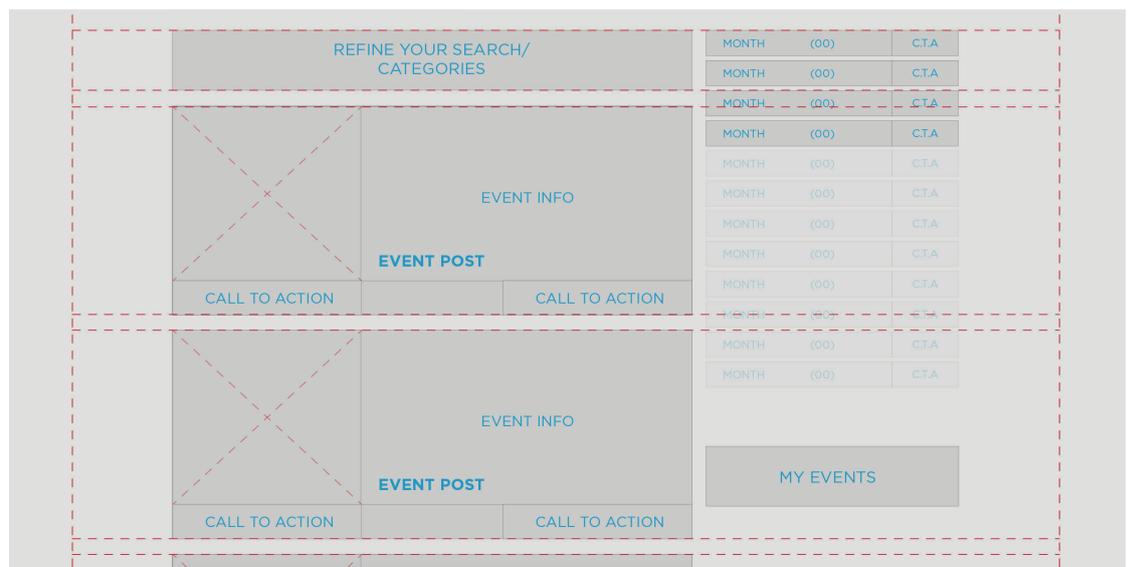
The Solution

We collaborated with the Boundary Bend team in bringing the Olive Wellness Institute vision to life, beginning with wireframes for core functionality. Wireframes are a perfect framework and remain pinnacle in building a website from scratch as they allow a foundation of a website, showing functionality of pages and what content goes where before beginning the design phase. We constructed boutique page designs for every page of the website, and the development of the website was constructed using Wordpress.

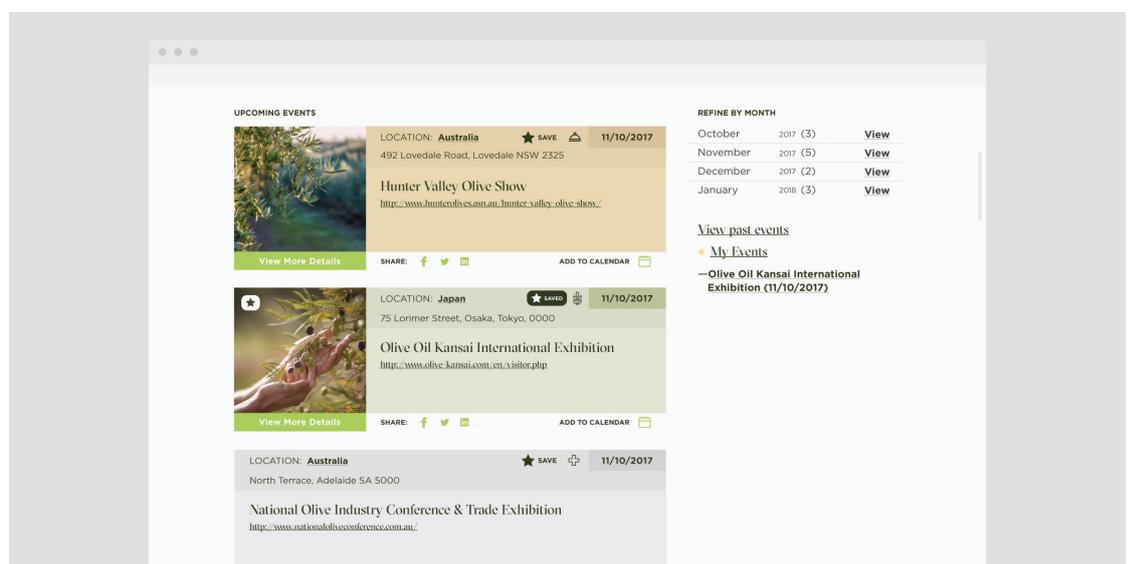


Ideation & design.

We met with the Boundary Bend team and ran through visual concepts to build the look/feel of the institute. Creating the essence of a brand and website is always an enthralling experience, creating how a brand is perceived digitally to its customers.



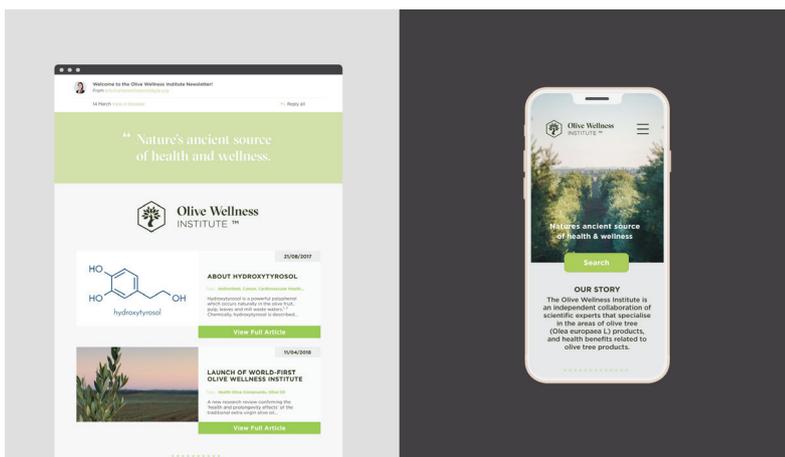
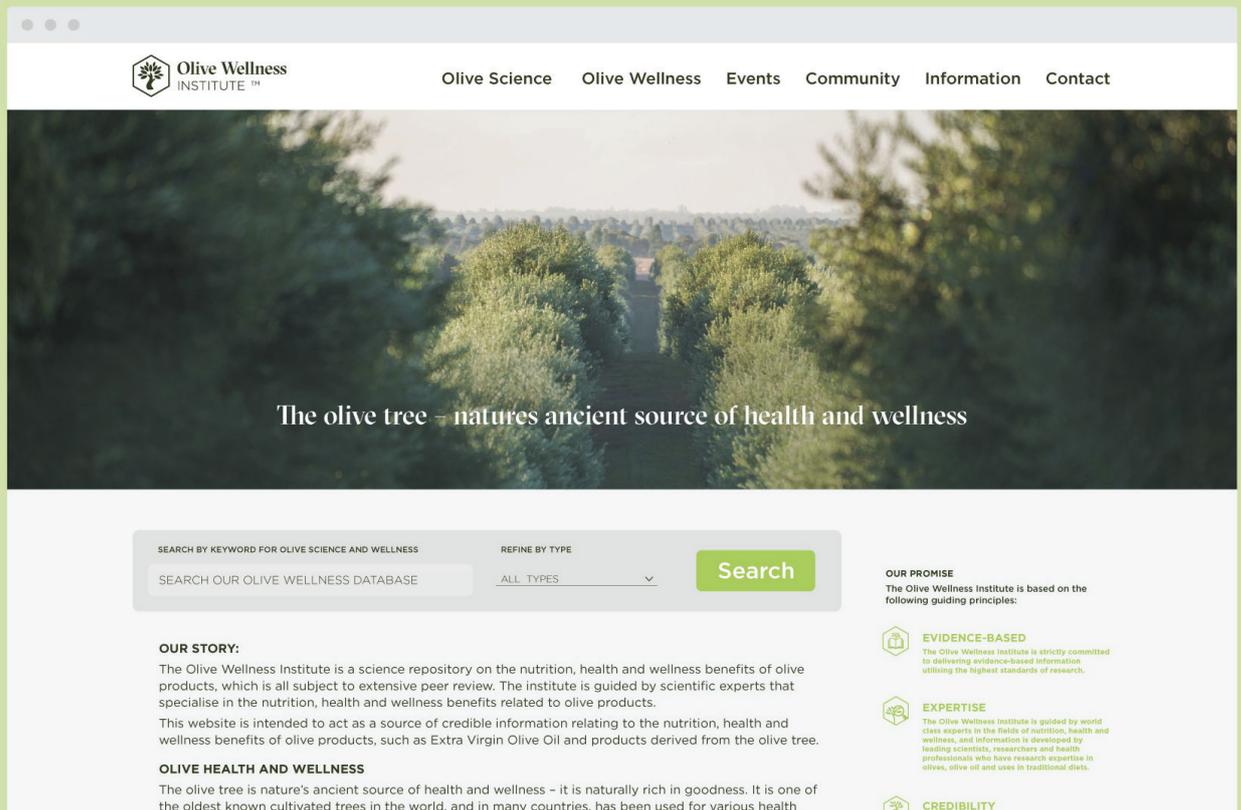
After presenting flat artwork we finalised a bespoke design that spoke to the team, stakeholders and of course the everyday users and potential customers.



Development and Results.

We developed the website using Wordpress as the major platform, using a number of plugins and custom-built functionality to achieve the feature set required. One of the major challenges of building the website was the depth of content, especially the numerous databases that needed to be built for articles, blogs, and linking to research papers. Anyone with a health-based website, will understand the complexity and sheer volume of content required.

The website launched with hundreds of pages including articles, infographics, and a comprehensive research database.



The Result

You can view the Olive Wellness Institute at www.olivewellnessinstitute.org

Response to the Olive Wellness Institute has immense positive with website traffic exceeding expectations for the first 18 months. With the Olive Wellness Institute welcoming traffic from over 150 countries worldwide on a monthly basis. What has been particularly positive has been Google giving more credit for the depth of content and authority of the Institute; evidenced by higher search rankings and large number of visitors coming from high value search terms.



Olive Wellness Institute™

articles on olive health and wellness, so you can easily find the information you may require for a paper, assessment, presentation or report.

REFINE MY DATABASE SEARCH

DEFINE SEARCH

Define

<p>ESSENTIAL OIL-LOADED LIPID ARTICLE View Article</p> <p>CATEGORIES: OLIVE OIL, ANTIOXIDANTS</p> <p>Q AND A WITH ADVISORY PANEL DOWNLOAD Download File</p> <p>CATEGORIES: OLIVE OIL, ANTIOXIDANTS, MEDITERR...</p> <p>ADHERENCE TO MEDITERRANEAN DIET VIDEO View Video</p> <p>CATEGORIES: BY-PRODUCT, ARTICLE, ANTIOXIDANTS</p>	<p>ABOUT HYDROXYTYROSOL ARTICLE View Article</p> <p>CATEGORIES: BY-PRODUCT, ARTICLE, ANTIOXIDANTS</p> <p>LAUNCH OF WORLD-FIRST OLIVE WELLNESS ARTICLE View Article</p> <p>HEALTH BENEFITS OF THE MEDITERRANEAN ARTICLE View Article</p> <p>CATEGORIES: BY-PRODUCT, OLIVE OIL, MEDITERRAN...</p>	<p>NEW RESEARCH REVIEW CONFIRMING ARTICLE View Article</p> <p>CATEGORIES: OLIVE TEA LEAF</p> <p>WHAT IS THE OPTIMAL DIETARY COMPOSITION DOWNLOAD Download File</p> <p>WEIGHT LOSS WITH A LOW-CARBOHYDRATE VIDEO View Video</p> <p>CATEGORIES: BY-PRODUCT, ARTICLE, ANTIOXIDANTS</p>	<p>VOLATILE COMPOUNDS IN VIRGIN OLIVE OIL ARTICLE View Article</p> <p>CATEGORIES: OLIVE OIL</p> <p>VIRGIN OLIVE OIL REDUCES BLOOD DOWNLOAD Download File</p> <p>VIRGIN OLIVE OIL STUDY ARTICLE View Article</p> <p>CATEGORIES: BY-PRODUCT, ARTICLE, ANTIOXIDANTS</p>
--	---	---	--

“

We worked with Emporium Digital on the Olive Wellness Website launch in 2018.

We are so happy with our website, from functionality, to visual appearance, and the process of development was smooth, organised and efficient. Having experienced and realistic developers made the project much more enjoyable and seamless. The team continues to help us update and improve the site, so we can deliver the best outcome to our users.



Manager, Olive Wellness Institute

What Olive Wellness Institute says about working with us?

hello@emporiumdigital.com.au