

University of Buffalo

University of Buffalo got web and marketing work from Arising Media. More people now find them in search.

ENGAGEMENT

Arising Media client

| Where the University at Buffalo project started

When a University at Buffalo department approached us to support a specific digital initiative, they were running into a familiar challenge in academic environments: the university's central web infrastructure moved slowly, and their program needed a fast, independent digital presence to support outreach, recruitment, and community engagement on their timeline. They needed a professional web presence that could be updated quickly by non-technical staff, would reflect the credibility of the institution while standing independently from the main university template, and would perform reliably during high-traffic periods around application deadlines and major program announcements.

| Our approach

We built a focused program website that balanced institutional credibility with the flexibility to publish and update content without waiting on IT approval cycles. The site was structured around the core audience: prospective students, current students, and community partners who needed clear information about the program and how to engage with it. Performance was prioritized so the site would load quickly even during peak traffic periods like application season. We set up a content management workflow that allowed program staff to update pages, publish news, and maintain event listings without technical support. The site was designed to align visually with UB's brand standards while giving the department room to define their own voice and emphasis.

| What changed

The department gained an independent digital presence that they control on their own timeline. Program news and updates publish in minutes rather than waiting for central IT queues. Prospective students land on a page focused entirely on their program with clear information about how to apply and what to expect, rather than being routed through university-wide navigation that buries program-specific content. The site performs reliably during deadline periods when traffic spikes, without competing for resources with the broader university infrastructure.

Bring us your version of this problem

Tell us where you are and what is in your way. We will scope a plan you can act on.