

## MAG – the Mines Advisory Group

<http://www.maginternational.org>



## About MAG

MAG (Mines Advisory Group) has a vision of a safe and secure future for men, women and children affected by armed violence and conflict.

They have worked in more than 40 countries since 1989, to save lives and build futures by:

- Reclaiming land contaminated with the remnants of conflict, such as landmines, cluster munitions, bombs, shells and mortars.
- Finding ways to reduce the daily risk of death or injury for civilians.
- Creating safe and secure conditions for development.

## The project

MAG has worked with Treeline for almost 10 years, and continues to use the same installation of the Treeline CMS that they have always used.

However, as communications requirements have changed, MAG has asked us to re-brand the website every few years.

The latest update brings the MAG online presence into the mobile age, with a responsive website that adapts to deliver optimal performance on any platform.

We also worked with MAG to restructure their content and the paths through the website. And we implemented new payment gateways to allow MAG to take donations more quickly and easily, including setting up paperless Direct Debits.

The site automatically translates into over 40 languages, including non-European characters such as Chinese and Arabic.

And it adapts when viewed on a mobile phone (or other small device), replacing the standard donations functions with SMS donations, and hiding pages which are irrelevant to people using a phone.

With exceptional SEO built-in as standard and great use of video and photo galleries, this is a bold and confident website for a charity that has an eye on the future, and understands the importance of reaching the ever-growing Smartphone audience.