

CASE STUDY · NONPROFIT WEBSITE REBUILD

Same mission. Whole new weight class.

How Stucci Marketing Group took The ReM.A.R.C.able Foundation from a cluttered Wix template to a fast, search-ready WordPress platform built to raise money and get found.

CLIENT

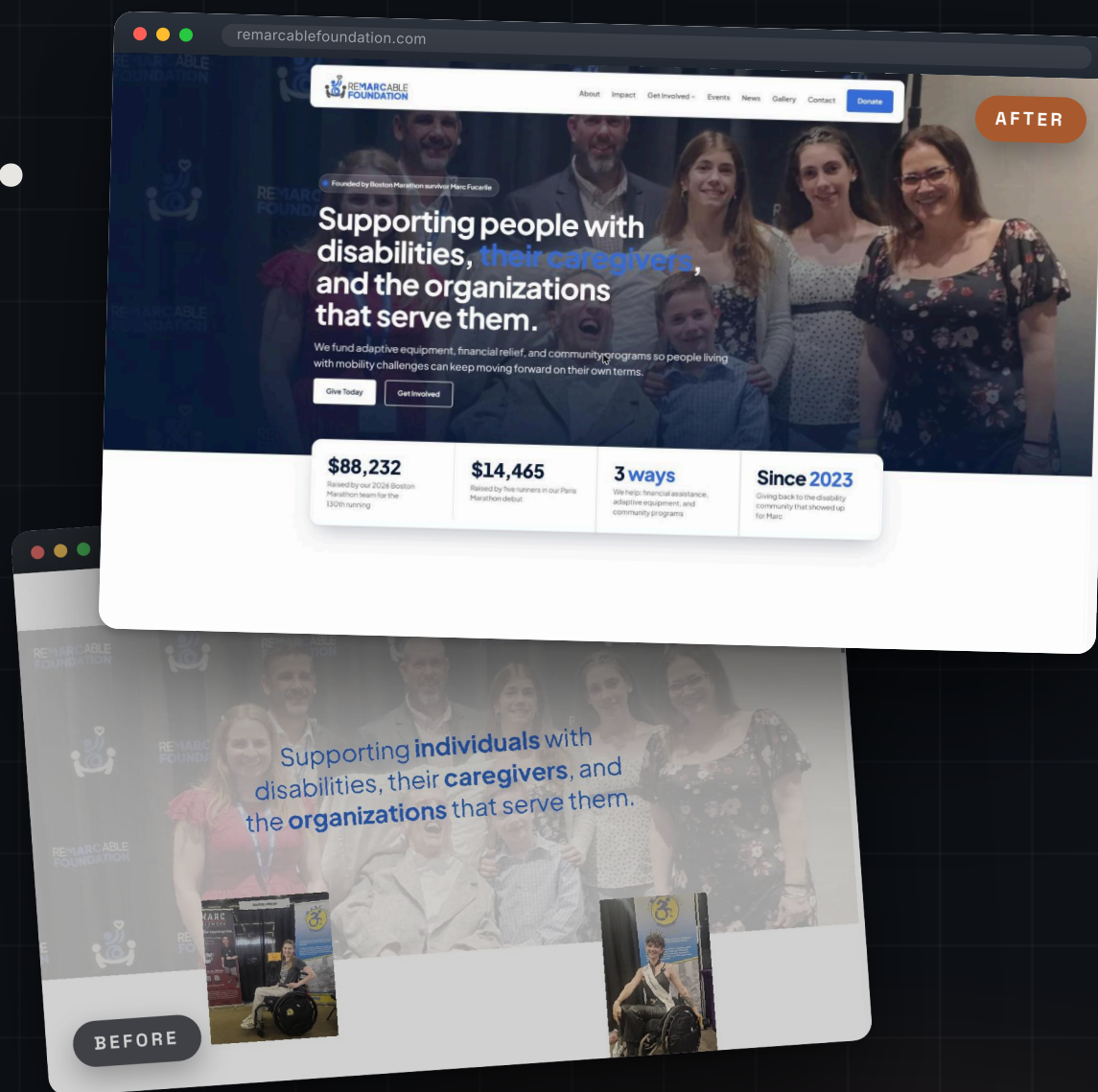
The ReM.A.R.C.able Foundation

PLATFORM

Wix → WordPress

YEAR

2026



A story this big deserved **a bigger stage.**

The ReM.A.R.C.able Foundation was founded by Boston Marathon bombing survivor Marc Fucarile to fund adaptive equipment, caregiver relief, and the organizations serving people with mobility challenges. The work was real. The website wasn't carrying it: a photo-collage homepage, no clear donation path above the fold, thin search signals, and a Wix build hauling dead weight on every load.

THE ASK

Premium upgrade of the existing brand, built to rank and built to convert donors, runners, and sponsors.

PLATFORM

Wix → custom WordPress on Hostinger Cloud, staged on a private domain until launch.

SCOPE

Strategy

Information architecture

UX / UI design

WordPress build

Copywriting

Technical SEO

Schema

Content engine

Hosting & management

"We build legacies, not campaigns."

THE STUCCI MARKETING STANDARD

-76%

Fewer network requests on the homepage

139 → 34

-85%

Fewer scripts the browser has to run

79 → 12

-68%

Lighter homepage payload

4.7 MB → 1.5 MB

22

Indexable pages & articles, each with a purpose and a keyword

13 PAGES + 9 STORIES

0 → 1

Homepage H1. The old homepage had none.

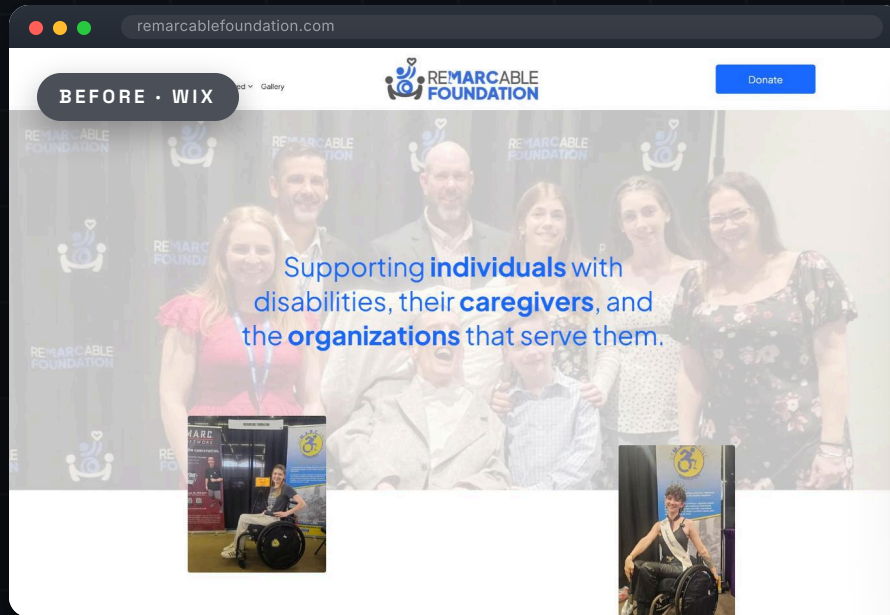
SEARCH FUNDAMENTALS

6

Structured-data types: NGO, Organization, Person, Event, WebPage, WebSite

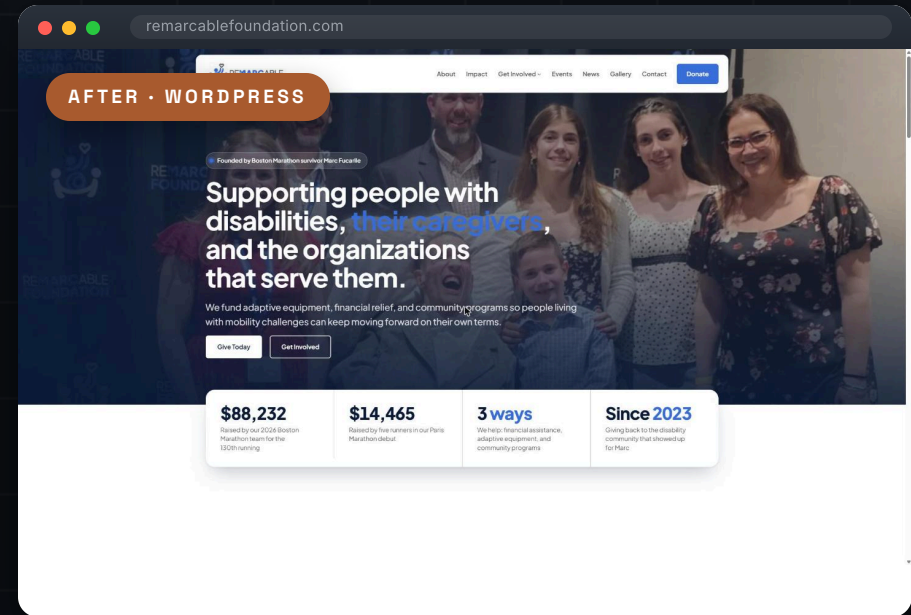
WAS 2 GENERIC

Three seconds to earn trust. We made them count.



WHAT VISITORS SAW

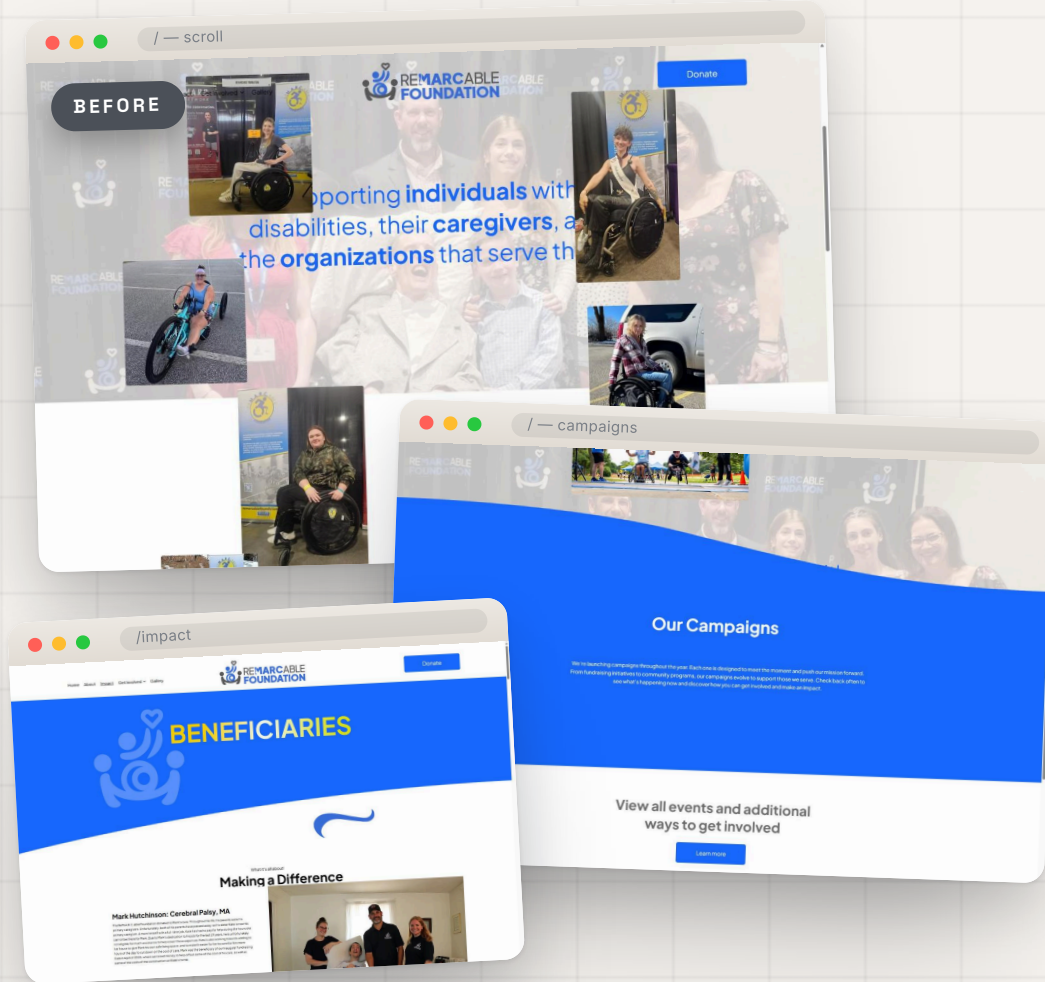
- ✗ Washed-out photo with low-contrast blue type over it
- ✗ No founder story, no proof, no "why trust us" above the fold
- ✗ One Donate button. No path for runners, volunteers, or sponsors
- ✗ Floating photo collage that slides over the headline on scroll



WHAT VISITORS SEE NOW

- ✓ Marc's story in the first line: "Founded by Boston Marathon survivor"
- ✓ Hard proof up front: \$88,232 raised by the Boston team, \$14,465 in Paris
- ✓ Two clear paths, Give Today and Get Involved, plus a persistent Donate
- ✓ A real H1 written for people and for search engines at the same time

What was holding it back.



1 Clutter over clarity

Twelve floating photos competed with the mission statement and physically covered it on scroll.

2 Dead space, no proof

"Our Campaigns" was a full-width blue block with a paragraph and nothing to click. Results lived three clicks deep.

3 Invisible to search

No homepage H1, a generic "Remarcable Foundation | nonprofit" title, LocalBusiness schema on a charity, and placeholder URLs (/blank, /contact-1) left in the index.

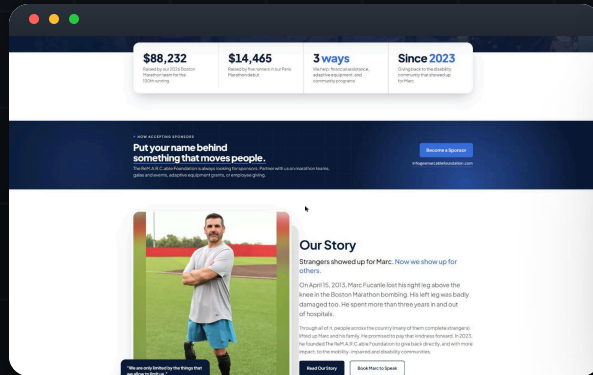
4 Platform drag

139 requests and 79 scripts on the homepage. Most of it was builder overhead the visitor never asked for.

5 Leaky conversion paths

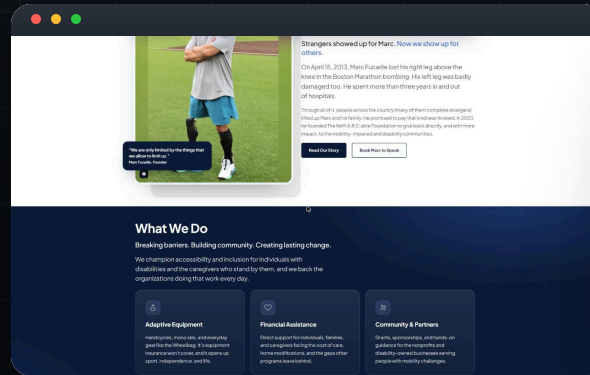
Volunteer sign-ups shipped people off-site to a Google Form. No sponsor path. No newsletter capture.

Every section has a job to do.



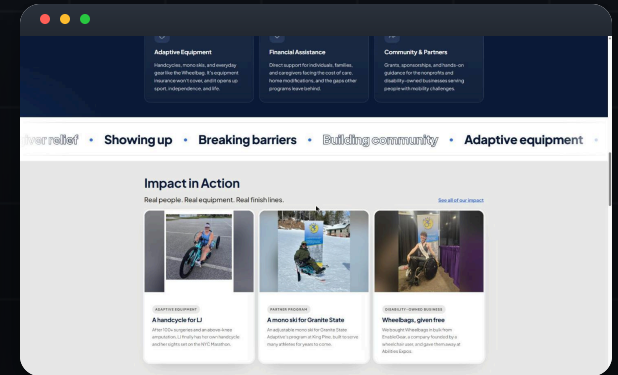
Sponsor band + founder story

A sponsorship ask with a direct line, then Marc's story told in his voice with a pull quote.



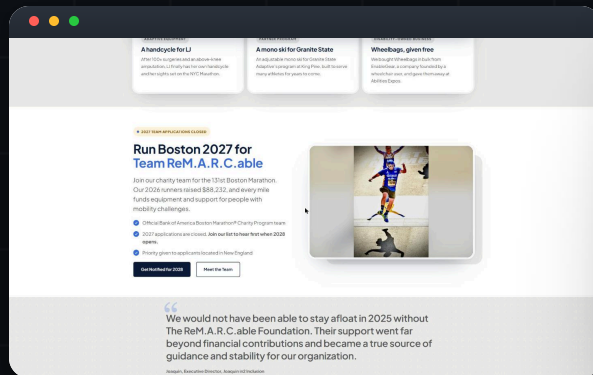
What We Do

Three programs, three cards, zero guesswork about where a donation goes.



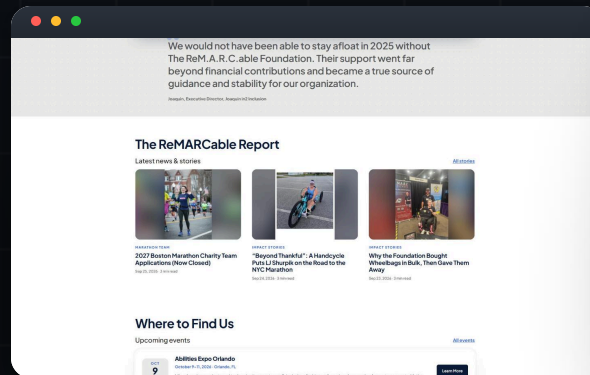
Impact in Action

Named people, real equipment, real outcomes. Proof replaces adjectives.



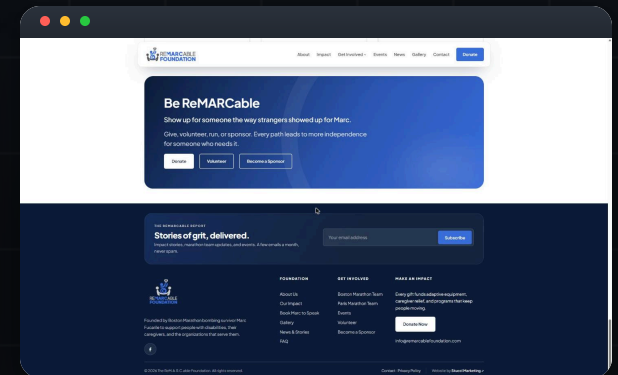
Boston Marathon team

A recruiting engine for the official charity team, with a waitlist for next season.



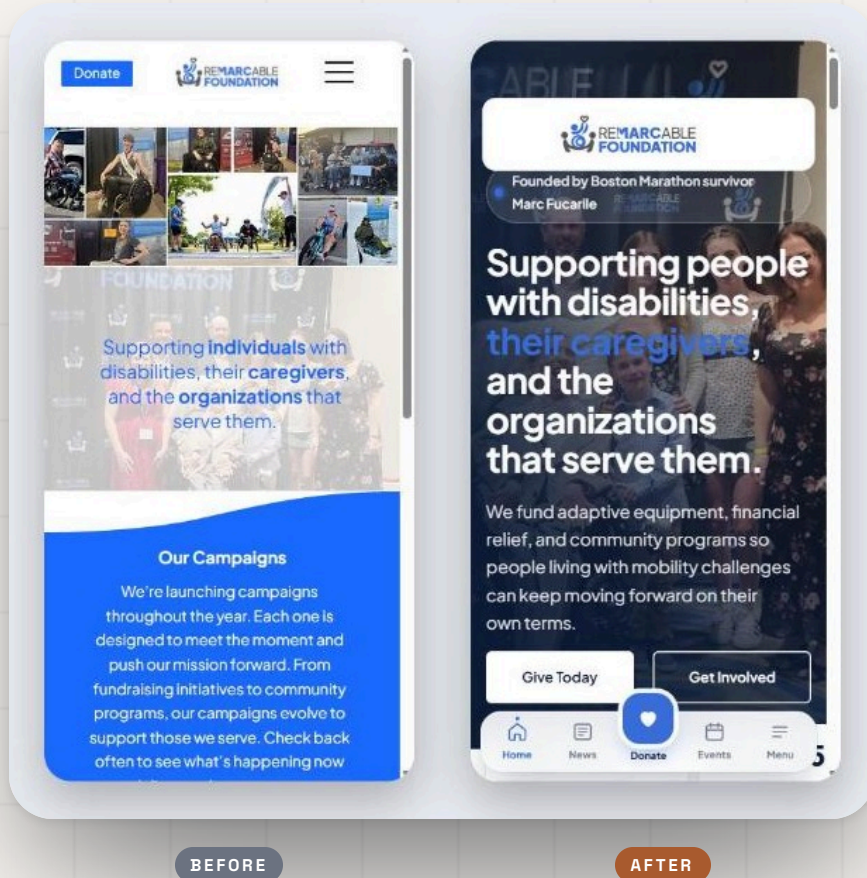
The ReMARcable Report

A newsroom that publishes impact stories. Fresh, indexable, shareable content.



Closer + owned audience

Donate, Volunteer, Sponsor in one band, then on-site newsletter capture.



Most donors find you on a phone. **Act like it.**

The old mobile view opened on a photo collage and a wall of centered text. The rebuild leads with the story and puts the money button under the donor's thumb.

01

App-style bottom navigation

Home, News, Donate, Events, Menu. Donate sits dead center, always one tap away.

02

Headline that reads like a headline

Bold, high-contrast type sized for small screens instead of thin blue text over a photo.

03

Built light

WebP images across the board, lazy-loading below the fold, a fraction of the scripts.

04

Accessible by design

Skip-to-content link, alt text on every image, real heading structure. A disability nonprofit's site should be usable by everyone it serves.

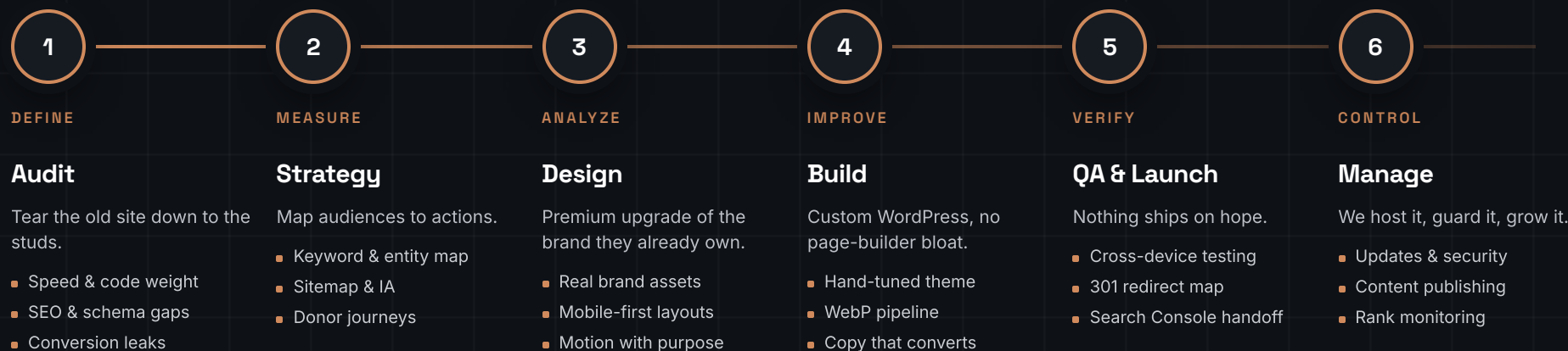
Measured, not guessed.

METRIC	BEFORE • WIX	AFTER • STUCCI BUILD	CHANGE
Homepage requests	139	34	-76%
Scripts on load	79	12	-85%
Homepage payload	4.7 MB	1.5 MB	-68%
Homepage H1	None	Keyword-led, mission-first	Fixed
Title tag	"Remarcable Foundation nonprofit"	"Disability Nonprofit for Mobility & Caregivers ReMARCable"	Rewritten
Structured data	LocalBusiness, WebSite	NGO, Organization, Person, Event, WebPage, WebSite	+4 types
Section headings (H2)	2	14	7×
Indexable content	15 URLs incl. placeholders, no articles	13 pages + 9 stories, XML sitemaps	Clean
Image format	Builder-served JPG/PNG	100% WebP, lazy-loaded below fold	Modern
Conversion paths	Donate • external Google Form	Donate • Volunteer • Sponsor • Run • Newsletter • Speaking	6 paths

Homepage measurements taken October 9, 2026 in desktop Chrome via the Performance API and on-page inspection. Pre-launch build measured on its staging domain.

Factory discipline. Creative firepower.

Twenty years running production floors taught one lesson: a process you can repeat beats talent you can't. Every rebuild runs the same six phases.



DMAIC

Lean Six Sigma isn't a slide in our deck. It's how the work moves: define the problem, measure it, fix the root cause, and put controls in place so it stays fixed after launch.

Pretty doesn't rank. **Systems do.**

A new coat of paint gets compliments. A search system gets found by donors, sponsors, journalists, and AI assistants. Here's what we wired in.

1

Technical foundation

Fast, light pages, one H1 per page, clean heading tree, XML sitemaps, and a 301 map so every old Wix URL hands its equity to the new site on launch.

2

Entity schema

The foundation is marked up as an NGO with its founder as a Person and events as Events, so Google and AI assistants understand who it is, not just what the page says.

3

Keyword-led messaging

Titles and descriptions target what people actually search: disability nonprofit, adaptive equipment, caregiver support, Boston Marathon charity team.

4

Content engine

The ReMARCable Report turns every equipment grant and race into a story page. Fresh content, internal links, and shareable proof, month after month.

5

Answer-engine ready

Structured FAQs, clear entity facts, and quotable stats so ChatGPT, Perplexity, and Google AI Overviews can cite the foundation by name.

6

Authority signals

Partner links (Joaquin in2 Inclusion, Granite State Adaptive Sports, EnableGear) and event listings build the trust graph search engines reward.

remarcablefoundation.com

BEFORE

Remarcable Foundation | nonprofit

To support organizations that service those with mobility challenges as well as individuals with disabilities and the caregivers who stand by them.

remarcablefoundation.com

AFTER

Disability Nonprofit for Mobility & Caregivers | ReMARCable

ReMARCable is a disability nonprofit founded by Boston Marathon bombing survivor Marc Fucarile, funding adaptive equipment, caregiver relief, and programs.

— YOUR TURN

Your website should work as hard as **you** do.

Bring us the site you've outgrown. We'll show you what's worth keeping, what's costing you, and what we'd build. No cost. No pitch deck theater.

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Stucci Marketing Group
Port Charlotte, Florida

stuccimarketing.com
Websites · Brand · SEO · Video · Podcast

Rocci Stucci
Founder & CEO

The logo consists of the letters "SMG" in a bold, white, sans-serif font, centered within a rounded orange square that is slightly tilted to the right.

SMG