

Get The Most Out Of Your Content

Meet the needs of your audience as well as your *OWN*.

Presenter: April Lentini

april.lentini@gta.com

Content Strategy Is:

a **high-level vision** that guides content creation to deliver against both

- **user goals** and
- a **business objective**

1

What Are Your User Goals?

A person wearing a blue beanie, glasses, a dark jacket, and tan pants is sitting on a bench, looking down at a smartphone. The background is a stone wall with columns.

Citizen

- Who's reading this?
- What background knowledge do they have?
- Why are they visiting the site?

Personas and Empathy Maps

Personas

Personas are a snapshot of a *type* of user.

```
  \ \
  .001.^
  u$0N=1
  z00BAI
  |..=^
  ;s<' '
  NRX^=-\
  z0c^CX^
  ^B0s^^^
  @0$H^'
  n$0=XN;. \
  iBBB0vU1=~' \
  `$$00cRr`vul
  FAHZuqr-'
  ZZUFA@FI. \
  ;BRHv n$U^~
  `ARN1 ^0si
  '0nv^ 01.'
  c0qr rs. \
  aUU` ul \
  `RO- :. \
  nn^^ -=.~|- \
  =1 ^' .. \
  `.. \
```



Chad: Busy Professional

- Demographics**
- Age: 35 – 55
 - Will spend \$ on Quality food/drink
 - Daily coffee = important
 - Enjoys Social Media
 - Needs to be up to date
 - No time for lengthy articles

- Goals**
- Wants Quality, upscale coffee
 - Coffee to share a office
 - Must be delivered

Market Size • 335,000 - 369,000

Quote *“I use to like going to coffee shops but now I work so much I just don’t have the time. What I want is good coffee right here where I work. I don’t have time to go out to get it.”*



Sally: Busy Mom

- Demographics**
- Age: 30 – 55
 - Time strapped: career & family
 - Spends very little time on herself
 - Coffee = an indulgence
 - Internet proficient
 - Enjoys & shares on Social Media

- Goals**
- Drinks high quality craft coffee
 - Wants coffee delivered
 - Learn about coffee: share on Social

Market Size • 5.6 Million

Quote *“Oh, I love coffee. I love REALLY good coffee. I just don’t have the time anymore to sit at a coffee shop and enjoy it. Life is really busy, but I would still love to have a great cup to enjoy in the morning and weekends.”*



Heston: Coffee Guru

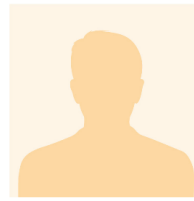
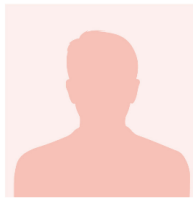
- Demographics**
- Age: 20 – 35
 - Enjoys the art of drinking coffee
 - Knowing his coffee is as important
 - Enjoys researching each roast
 - Very active blogger / social media

- Goals**
- Drinks & reviews the BEST coffees
 - Know details about EVERY bean
 - Variety and novelty is important

Market Size • 1,800 → influences ~200,000

Quote *“I live to drink the best quality coffee I can find. It’s a thrill to find a rare blend and roast that is aromatic, tantalizes the tastebuds, and perks the mind and body. I want to know the story behind every cup I drink, too.”*

Personas



Passive Pam

Casual Carl

Active Alice

Advocate Adam

"A quotation that captures the essence of this person's personality."

"A quotation that captures the essence of this person's personality."

"A quotation that captures the essence of this person's personality."

"A quotation that captures the essence of this person's personality."

Age: 1-100
Work: Job title
Family: Married, kids
Location: City, state
Character: Type

Age: 1-100
Work: Job title
Family: Married, kids
Location: City, state
Character: Type

Age: 1-100
Work: Job title
Family: Married, kids
Location: City, state
Character: Type

Age: 1-100
Work: Job title
Family: Married, kids
Location: City, state
Character: Type

Bio

The bio should be a short paragraph to describe the user journey. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product. What are the key attributes of this user that is distinct from the others?

Bio

The bio should be a short paragraph to describe the user journey. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product. What are the key attributes of this user that is distinct from the others?

Bio

The bio should be a short paragraph to describe the user journey. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product. What are the key attributes of this user that is distinct from the others?

Bio

The bio should be a short paragraph to describe the user journey. Highlight factors of the user's personal and professional life that make this user an ideal customer of your product. What are the key attributes of this user that is distinct from the others?

Goals

- A unique goal that this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.

Goals

- A unique goal that this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.

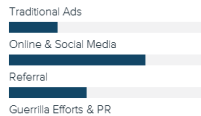
Goals

- A unique goal that this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.

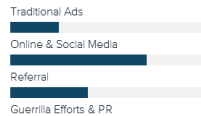
Goals

- A unique goal that this user hopes to achieve.
- A task that needs to be completed.
- A life goal to be reached.

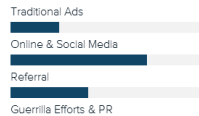
Preferred Channels



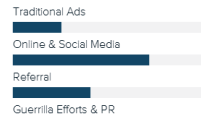
Preferred Channels



Preferred Channels



Preferred Channels



- ✓ What industries do they work?
- ✓ What devices do they use?
- ✓ What attitudes do they have?

Empathy Maps

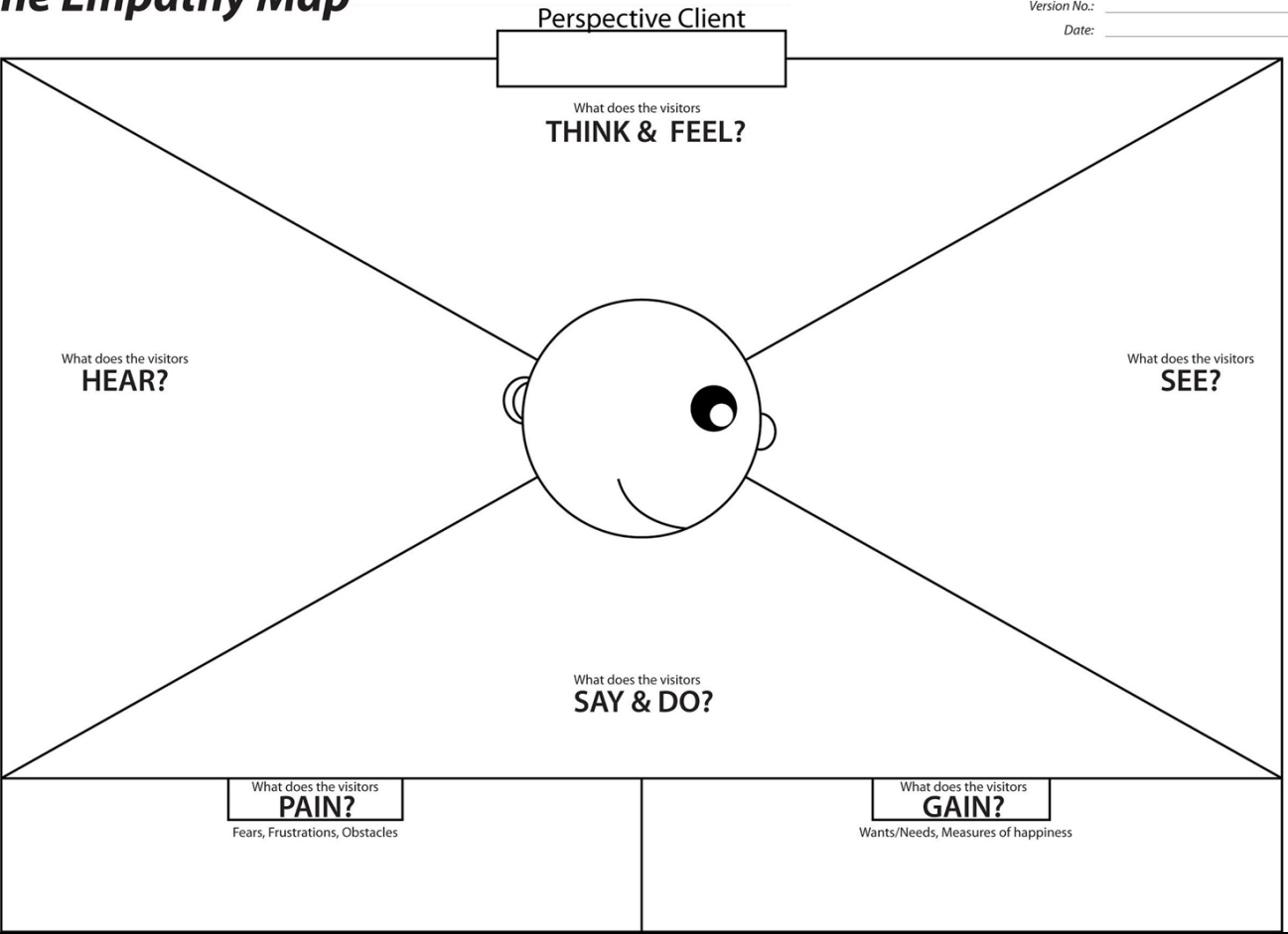
How do people *feel*?



LISA VERTUDACHES

The Empathy Map

Researchers: _____
Version No.: _____
Date: _____

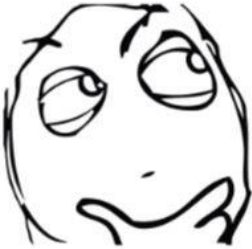


Empathy Maps

Empathy maps focus on a user's sensory experience.

Empathy Map for Consumer Ed

“Suburban Working Dad”

Think?	EMPATHY MAP	Feel?
<p>(What really counts / Aspirations)</p> <ul style="list-style-type: none"> • Important to him: Supporting his family on one income • Dreams: Taking his 3 kids on the ultimate Disney World vacation for the first time • Unspoken desire: Attending the Super Bowl one day • Wonders if: he's being paid what he's worth 		<p>(Worries / Appreciates)</p> <ul style="list-style-type: none"> • Worries: his job is not stable enough • Stressed about: commuting to work everyday • appreciates: for his wife who manages the household • Concerned about: about aging parents who may need to move into assisted living • Is glad that: His kids are healthy
Hear?		See?
<p>(Influences)</p> <ul style="list-style-type: none"> • His friends say: “You should invest in rental property.” • His wife says: “I wish you had more time to spend with the family” • His kids say: “You’re fun, Daddy!” • His TV says: “Be very concerned about losing your hair.” • His Consumer Reports subscription says: “Pssst, pay attention to these new car reviews or you’ll get duped.” 	<p>(Environment)</p> <ul style="list-style-type: none"> • He lives: in a 5 bedroom house in a private swim / tennis subdivision in Alpharetta, Ga. • He’s surrounded by: family and neighbors -2 parents, 3 kids, his wife and a dog. • He sees friends and neighbors who seem to “have it together” with investing, saving and money management. • He gets: a ton of junk mail -catalogs, vacation offers, contractor flyers, etc. 	
Say?	Do?	
<p>(Public Attitude)</p> <ul style="list-style-type: none"> • “Don’t live beyond your means” • “Don’t get into debt” • “I have all the answers” • “I like spicy buffalo wings, beer and football” 	<p>(Actual Behavior)</p> <ul style="list-style-type: none"> • He lives (slightly) beyond his means • He has credit card debt • He turns to Google for answers • He eats spicy buffalo wings, drinks beer and watches football 	
Pain	Basic Demographics	Gain
<p>(Fears / Frustrations / Obstacles)</p> <ul style="list-style-type: none"> • Fear: Making a “wrong decision” • Frustration: No practical idea how to simplify things without sacrificing his current lifestyle • Obstacles: Not having enough free time to research purchases and make major financial decisions with reliable information. 	<ul style="list-style-type: none"> • Location: Alpharetta, Ga. • Gender: Male • Age: 42 • Education: MBA • Status: Married with 3 kids • Social status: Upper middle class 	<p>(Wants / Needs / Measure of Success)</p> <ul style="list-style-type: none"> • Wants: More leisure time and less stress. Less credit card debt and the <i>willpower</i> to consume less. • Needs: A life coach. Better communication and goal sharing with his wife • I’m successful when: My credit cards and cars are paid off, I’m able to contribute more money to my retirement plan and I can afford an assisted living community for my parents.

Worksheet

Who is your audience?

Think?	EMPATHY MAP	Feel?
(What really counts / Aspirations)	Name:	(Worries / Appreciates)
Hear?		See?
(Influences)		(Environment)
Say?		Do?
(Public Attitude)	Quote:	(Actual Behavior)
Pain	Basic Demographics	Gain
(Fears / Frustrations / Obstacles)	Location:	(Wants / Needs / Measure of Success)
	Gender: _____ Age: _____	
	Education: _____	
	Status: _____	
	Social status: _____	

Create an empathy map



What does this
have to do with
content?

- **Who**
- **What**
- **Why**

2

Does Your Site Deliver?

59 Second Rule

According to the Nielsen Norman Group, most users stick around less than 59 seconds on a site.

Does Your Homepage...

- ***Describe your agency*** in very few words?
- Identify ***who*** you help?
- Make your **top 3-5 services** easy to find?

Worksheet # 1

First Impressions

You have 1 minute to identify:

- 1) A header / tagline
- 2) The top three services
- 3) Who they serve

**VISION: TO MAKE THE CRIMINAL
JUSTICE SYSTEM A BETTER
INVESTMENT TOWARD IMPROVING
THE QUALITY OF LIFE IN
WISCONSIN.**

Home

About CJCC

Articles

Events

Subcommittees

Initiatives

Local Program Map

Contact CJCC

JUSTICE COORDINATING
COMMISSION (CJCC)

MENU

**VISION: TO MAKE THE CRIMINAL
JUSTICE SYSTEM A BETTER
INVESTMENT TOWARD IMPROVING
THE QUALITY OF LIFE IN
WISCONSIN.**

Mission: To promote and facilitate the implementation of effective criminal justice policies and practices that maximize justice and the safety of the public.

EVENTS

CJCC EVIDENCE BASED DECISION MAKING SUBCOMMITTEE

NOV 10
2016

The State CJCC Evidence Based Decision Making Subcommittee will meet on Thursday, November 10 from 9 AM to 3 PM. The meeting will be held at the State Bar of Wisconsin, 5302 Eastpark Blvd, Madison WI 53718. Agenda to be posted closer to meeting date.

[Read More](#)

ARTICLES

STATE OF WISCONSIN SELECTED FOR PHASE VI OF THE EVIDENCE-BASED DECISION MAKING INITIATIVE

OCT 11
2016

Following a competitive application process, Wisconsin has been invited to partner with the United States Department of Justice, National Institute of Corrections (NIC) to start Phase VI of the *Evidence-Based Decision Making in State and Local Criminal Justice Systems Initiative* (EBDM).

[Read More](#)



- General Information**
- About the Board
- Board Meetings
- Annual Report
- NEW** Laws and Rules
- Rule Making Process
- Non-RD Portfolio Information
- Human Trafficking
- Customer Service Standards

- File a Complaint**
- Reporting Fraud**
- Frequently Asked Questions**
- License Verification**

For Licenses and Applicants





General Information

About the Board

Board Meetings

Annual Report

NEW Laws and Rules

Rule Making Process

Non-RD Portfolio Information

Human Trafficking

Customer Service Standards

File a Complaint

Reporting Fraud

Frequently Asked Questions

License Verification

■ **Mission**

■ **Laws & Rules**

■ **Members**

■ **Staff**

General Information

About the Board

Board Meetings

Annual Report



Laws and Rules

Rule Making Process

Non-RD Portfolio Information

Human Trafficking

Customer Service Standards

File a Complaint

Reporting Fraud

Frequently Asked Questions

License Verification

For Licensees and Applicants

Apply for a License

Reactivation/Reinstatement

“The mission of the Ohio Board of Dietetics is to effectively protect the public by regulating the practice of dietetics through licensure, and by fairly and consistently enforcing the laws and rules governing nutritional practices.”

The Board accomplishes its mission as follows:

1. **Establishes standards of professional responsibility and practice for Ohio dietitians:** The Board may impose disciplinary actions on licensees who fail to maintain these standards and may result in the revocation of the privilege to practice.
2. **Issues licenses and permits:** Board staff review all applicants to determine compliance with minimal qualifications as specified in Chapter 4759.06 ORC. Upon recognition of this compliance, the Board may issue a license or permit to practice.
3. **Investigates complaints and determines disciplinary action:** The Board has statutory authority to receive, review and investigate complaints concerning its licensees. Licensing of dietitians in Ohio is mandatory and anyone practicing dietetics

General Information

About the Board

Board Meetings

Annual Report

NEW Laws and Rules

Rule Making Process

Non-RD Portfolio Information

Human Trafficking

Customer Service Standards

File a Complaint

Reporting Fraud

Frequently Asked Questions

License Verification

For Licensees and Applicants

Apply for a License

Reactivation/Reinstatement
Applications

Change Name or Address

Communique Newsletters

Join Mailing List

Military Consideration

Jurisprudence

Human Trafficking



- NEWS

On March 18, police executed a search warrant at a Canal Fulton business for possible prostitution and human trafficking. Officers searching the business found several women who appeared to be living inside the building.

On March 17, the U.S. Senate voted unanimously to hold classified ad website Backpage.com in civil contempt of Congress after it did not comply with a subpoena to provide documents explaining how it combats sex trafficking, amid allegations of facilitating trafficking of minors.

On March 14, a Columbus man was sentenced to seven years in prison for attempted trafficking in persons and one count of compelling prostitution.

On February 29, the last of four defendants indicted together on federal charges for a human trafficking ring that lured Guatemalan migrants to work on Ohio egg farms has pleaded guilty.

Your 59 Second Pitch:

- 1) Who are you?
- 2) What are your top three services?
- 3) Who do you serve?



Department of Behavioral Health and Developmental Disabilities

Search this site



[About DBHDD](#)

[DBHDD Services](#)

[Provider Information](#)

[Hospitals](#)

[Newsroom](#)

[For Employees](#)



Frank W. Berry,
Commissioner

[Read more about the commissioner](#)

Vision: Easy access to high-quality care that leads to a life of recovery and independence for the people we serve.

Mission: Leading an accountable and effective continuum of care to support Georgians with behavioral health challenges, and intellectual and developmental disabilities in a dynamic health care environment.

Find resources to address immediate needs regarding our services, agency-specific policies, information about health care providers, and much more. Please contact [the central office](#) or [your regional field office](#) with any questions or concerns.

Georgia Crisis & Access Line
1-800-715-4225
mygcal.com

If you or a loved one needs help dealing with a behavioral health crisis, the Georgia Crisis and Access Line (GCAL) offers free and confidential crisis intervention 24/7.

Stay Connected



DBHDD News



Department of Behavioral Health and Developmental

Search this site



Support for Georgians with behavioral, intellectual and developmental challenges

About DBHDD

DBHDD Services

Provider Information

Hospitals

Newsroom

For Employees



Frank W. Berry, Commissioner

[Read more about the commissioner](#)

Vision: *Easy access to high-quality care that leads to a life of recovery and independence for the people we serve.*

Mission: *Leading an accountable and effective continuum of care to support Georgians with behavioral health challenges, and intellectual and developmental disabilities in a dynamic health care environment.*

Find resources to address immediate needs regarding our services, agency-specific policies, information about health care providers, and much more. Please contact [the central office](#) or [your regional field office](#) with any questions or concerns.

1

Georgia Crisis & Access Line
1-800-715-4225
 mygcal.com

If you or a loved one needs help dealing with a behavioral health crisis, the Georgia Crisis and Access Line (GCAL) offers free and confidential crisis intervention 24/7.

Stay Connected



DBHDD News



Department of Behavioral Health and Developmental

Translate | Contact Us | Site Map

Search this site



Support for Georgians with behavioral, intellectual and developmental challenges

About DBHDD

DBHDD Services

Provider Information

Hospitals

Newsroom

For Employees



Frank W. Berry, Commissioner

[Read more about the commissioner](#)

- Addictive Diseases
- Behavioral Health
- Behavioral Health Prevention
- Deaf Services
- Developmental Disabilities
- Forensic Services
- Recovery Transformation
- Victim Notification

2

that leads to a life people we serve.

ective continuum foral health mental disabilities

eds regarding our ation about Please contact [the](#) with any

Georgia Crisis & Access Line
1-800-715-4225
 mygcal.com

If you or a loved one needs help dealing with a behavioral health crisis, the Georgia Crisis and Access Line (GCAL) offers free and confidential crisis intervention 24/7.

Stay Connected



d-services



Department of Behavioral Health and Developmental

Search this site



Support for Georgians with behavioral, intellectual and developmental challenges

About DBHDD

DBHDD Services

Provider Information

Hospitals

Newsroom

For Employees



Frank W. Berry, Commissioner

[Read more about the commissioner](#)

Vision: *Easy access to high-quality care that leads to a life of recovery and independence for the people we serve.*

Mission: *Leading an accountable and effective continuum of care to support Georgians with behavioral health challenges, and intellectual and developmental disabilities in a dynamic health care environment.*

Find resources to address immediate needs regarding our services, agency-specific policies, information about health care providers, and much more. Please contact [the central office](#) or [your regional field office](#) with any questions or concerns.

3

Georgia Crisis & Access Line
1-800-715-4225
 mygcal.com

If you or a loved one needs help dealing with a behavioral health crisis, the Georgia Crisis and Access Line (GCAL) offers free and confidential crisis intervention 24/7.

Stay Connected



DBHDD News

3

How Do You Show Up?

3 Ways You Show Up:

- 1) Metadata
- 2) Organic Search (SEO)
- 3) Information Architecture



1) Metadata

Google your agency to find your site's:

- a) Meta title
- b) Meta description

Showing results for [georgia gov interactive](#)

Search instead for [georgiagov interactive](#)

Search results for
“georgia gov
interactive”

GeorgiaGov Interactive | A service of the Georgia Technology Authority

[portal.georgia.gov/interactive/](#) ▼

GeorgiaGov Interactive provides design, content management and consulting services that will make your website useful, attractive and accessible.

You visited this page on 7/14/16.

Nikhil Deshpande

Nikhil is Director of GeorgiaGov Interactive, where he oversees ...

Staff Directory

... For New Hires · Web Standards · Events · GOVTalks · Home ...

Accessible Platform Initiative

Accessible Platform Initiative. Making a website accessible or ...

Peter Lee

Peter Lee is the account manager for GeorgiaGov Interactive. He ...

Resources

Resources. CSS Validator Check Cascading Style Sheets (CSS ...

GOVTalks

GOVTalks is a conference series from the GeorgiaGov Interactive ...

Showing results for **georgia gov** interactive
Search instead for **georgiagov** interactive

Meta Title

Meta Description
&
Meta Title

GeorgiaGov Interactive | A service of the Georgia Technology Authority

portal.georgia.gov/interactive/

GeorgiaGov Interactive provides design, content management and consulting services that will make your website useful, attractive and accessible.

You visited this page on 7/14/16.

Meta
Description

Nikhil Deshpande

Nikhil is Director of GeorgiaGov Interactive, where he oversees ...

Staff Directory

... For New Hires · Web Standards · Events · GOVTalks · Home ...

Accessible Platform Initiative

Accessible Platform Initiative. Making a website accessible or ...

Peter Lee

Peter Lee is the account manager for GeorgiaGov Interactive. He ...

Resources

Resources. CSS Validator Check Cascading Style Sheets (CSS ...

GOVTalks

GOVTalks is a conference series from the GeorgiaGov Interactive ...

Showing results for **georgia gov** interactive
Search instead for **georgiagov** interactive

Meta Title

Meta Description
&
Meta Title

GeorgiaGov Interactive | Digital Services for State Agencies in Georgia

portal.georgia.gov/interactive/ ▼

GeorgiaGov Interactive is an award-winning provider of digital services for state agencies in Georgia.

We employ a citizen-first approach to digital content.

You've visited this page 5 times. Last visit: 10/17/16

Meta
Description

Nikhil Deshpande

Nikhil is Director of GeorgiaGov Interactive, where he oversees ...

Staff Directory

... For New Hires · Web Standards · Events · GOVTalks · Home ...

Accessible Platform Initiative

Accessible Platform Initiative. Making a website accessible or ...

Peter Lee

Peter Lee is the account manager for GeorgiaGov Interactive. He ...

Resources

Resources. CSS Validator Check Cascading Style Sheets (CSS ...

GOVTalks

GOVTalks is a conference series from the GeorgiaGov Interactive ...

2) Organic Search (SEO)

Explore your agency's:

- a) Search Engine Results Page (SERP)
- b) Keywords

Georgia DMV Drivers License - GA Dept. of Drivers Services

Ad www.georgiaservice.org/DriversLicense/DMV ▼

GA DMV Renewals, Registrations, DMV Forms. Easily Find All The Info You Need.

Registrations & Renewals · Mobile/PC Friendly · 24/7 Online Assistance · DMV Resources

[Drivers License Renewal](#)

[Replacing Drivers License](#)

[DMV Drivers License Info](#)

[GA DMV Address Change](#)

Search Results for:
“DMV Georgia”

Department of Driver Services: Home

www.dds.ga.gov/ ▼

Official Web Site for the Georgia Department of Driver Services.

You visited this page on 11/7/16.

License/ID Renewal

DDS Logo ... for an Internet license/ID renewal: ... Click here for ...

Atlanta

Atlanta. 400 Whitehall Street SW
Atlanta GA 30303. Hours of ...

Contact Us

Contact information and feedback ...
Feedback Link to tell us about ...

Driver Information

Information for Georgia drivers
regarding ... Teen and New ...

Locations

Home > Locations ... Training
Locations · State-Certified ...

Renewal of Driver's License

Renewal of Driver's License ... (TSA)
as proof of identification ...

[More results from ga.gov »](#)



Drivers License

Only holders of driving licenses are permitted to operate a vehicle within the state. These credentials must be in the driver's possession at all times and presented upon request from a law enforcement official. GA residents can obtain a license to drive through the state's Department of Driver Services.

Ads



New Driver's License



Renew Driver License



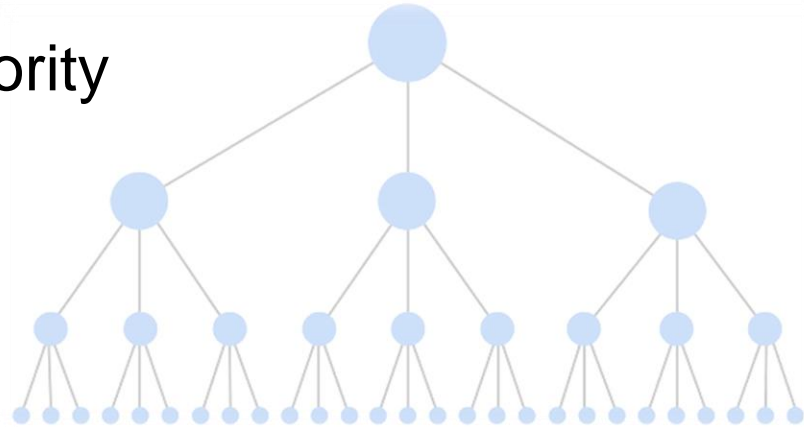
Replace Driver's License



3) Information Architecture (IA)

The information backbone of your site:

- Organization / Priority
- Labeling
- Navigation





Consumer Ed

Brought to you by the Georgia Department of Law's Consumer Protection Unit

YOUR CAR

YOUR HOME

YOUR CREDIT & DEBT

YOUR FINANCES 101

IDENTITY THEFT

ASK CONSUMER ED

Georgia's Resource for
Credit & Purchasing
Information



CAR



HOME



CREDIT/ DEBT



FINANCES

Ask

Consumer Ed

Click here to ask Ed a question or see what others are asking.

ASK ED!

Welcome To Consumer Ed!

Making a major purchase or using credit can be a confusing and overwhelming experience, especially if you're contemplating these decisions for the first time.

The Georgia Department of Law's Consumer Protection Unit has designed this website as a comprehensive resource to help you make wise decisions – whether you're buying a car, getting your first house or apartment, applying for credit, or trying to manage your money. Follow ConsumerEd to learn more about these important topics.

Keep up with Consumer Ed

Get the latest consumer questions and answers emailed to you each month.

SIGN UP!

How do you determine the IA for your site?

Content Inventory

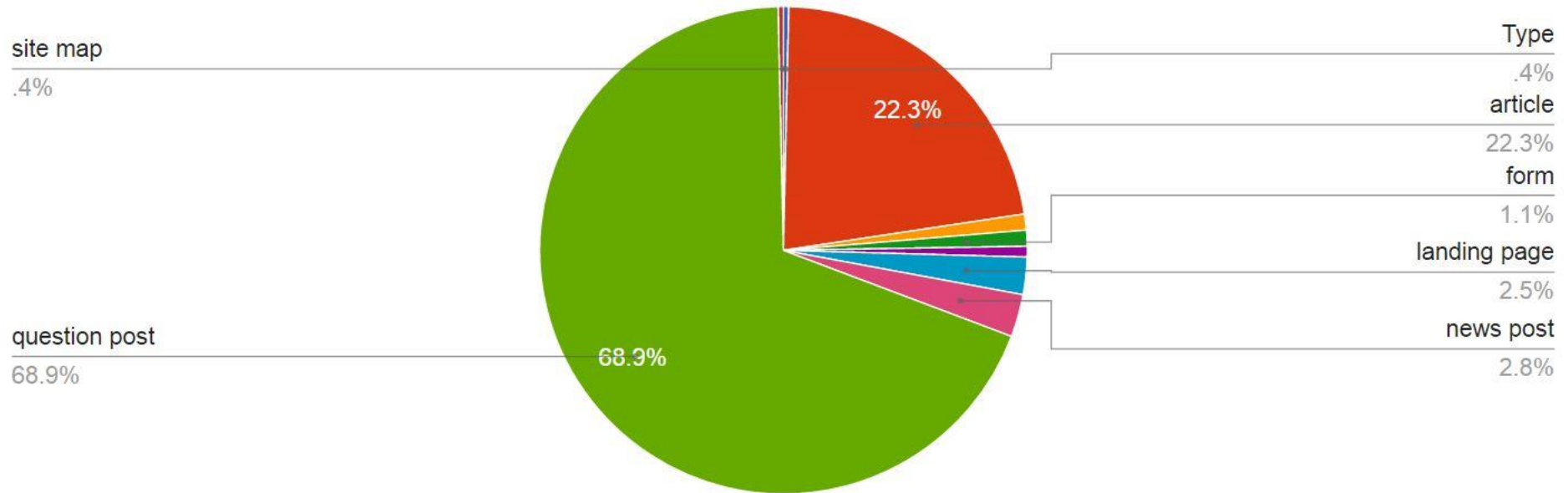
	A	B	C	D	E	F	G	H	I
1	Consumer Ed	Content Inventory							
2	Location	Content Type	Size	Date	Level	Title	Keywords	H1TagTexts	Word Count
3	http://www.consumered.com/	text/html	25516		0	Consumer Ed		Welcome To Consumer Ed! Translate Ed Follow Consumer Ed Budget Worksheet Tell Us What You Think Ask Consumer Ed Latest News Tips & Topics	1384
4	http://www.consumered.com/answers/post.aspx?id=20c4b8a5-f6fa-44ee-8124-21edaa3d9baf	text/html	29948		6	Ask Consumer Ed Disputing Property Taxes		Disputing Property Taxes See the Answers Ask a Question Subscribe to Ask Consumer Ed Translate Ed Follow Consumer Ed	944
5	http://www.consumered.com/answers/post.aspx?id=73a95204-e904-4833-8f7f-16ad99db537c	text/html	29824		4	Ask Consumer Ed Disputing Property Taxes		Disputing Property Taxes See the Answers Ask a Question Subscribe to Ask Consumer Ed Translate Ed Follow Consumer Ed	931
6	http://www.consumered.com/answers/post/About-to-lose-my-home.aspx	text/html	28188		3	Ask Consumer Ed Foreclosure Rescue Offers		Foreclosure Rescue Offers See the Answers Ask a Question Subscribe to Ask Consumer Ed Translate Ed Follow Consumer Ed	667
7	http://www.consumered.com/answers/post/Apart							Apartment damaged due to plumbing issue See the Answers Ask a Question	

Content Audit

fx MIGRATION						
A	B	C	D	E	F	
1	MIGRATION	Consumer Ed	Content Audit			
2	Remove? Modify? Add?	Location	Type	Page Title	Category / Page Purpose	CONTENT NOTES
3		http://www.consumered.com/your_car/buying/calculators.aspx	article	Car Calculators Consumer Ed	cars	These links would be handy and relevant in pages for new car, used cars, etc. What's another way we can link people to these calculators rather than have a nested page only for car calculators?
4	Remove	http://www.consumered.com/your_car/buying/checkout.aspx	article	Check it Out! Car Consumer Ed	cars	This content belongs on a page titled "Check List For Buying A Used Car" or "Best Way To Buy A Used Car."
5		http://www.consumered.com/your_car/buying/choosing_make_model.aspx	article	Choosing Make and Model Consumer Ed	cars	
6	remove	http://www.consumered.com/your_car/buying/choosing_make_model_used.aspx	article	Choosing Make & Model Car Consumer Ed	cars	redundant content -same paragraph as the above page.

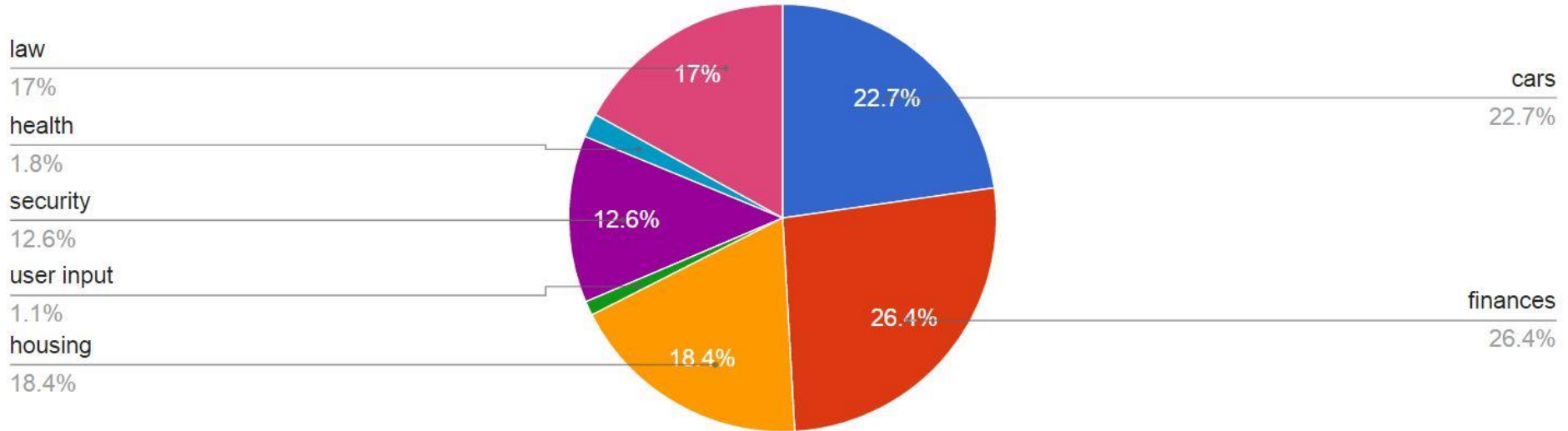
Content Types

Content Types



Content Topics

Consumer Ed Content: Topics





User Behavior

What are people actually doing on the site?



Consumer Ed

Brought to you by the Georgia Department of Law's Consumer Protection Unit

YOUR CAR | YOUR HOME | YOUR CREDIT & DEBT | YOUR FINANCES 101 | IDENTITY THEFT | ASK CONSUMER ED

Georgia's Resource for
Credit & Purchasing
Information



CAR



HOME



CREDIT/ DEBT



FINANCES

Ask

Consumer Ed

Click here to ask Ed a question or see what others are asking.

ASK ED!

Welcome To Consumer Ed!

Making a major purchase or using credit can be a confusing and overwhelming experience, especially if you're contemplating these decisions for the first time.

The Georgia Department of Law's Consumer Protection Unit has designed this website as a comprehensive resource to help you make wise decisions – whether you're buying a car, getting your first house or apartment, applying for credit, or trying to manage your money. Follow ConsumerEd to learn more about these important topics.

Keep up with Consumer Ed

Get the latest consumer questions and answers emailed to you each month.

SIGN UP!

Discovery

The majority of the interaction is on:

- Site Search
- Ask Ed (Nav bar)
- Car and home icons

Google Analytics

Primary Dimension: **Page path level 1** [Page](#)

Secondary dimension: Sort Type:

Page path level 1 [?]	Pageviews [?] ↓	Unique Pageviews [?]	Avg. Time on Page [?]	Bounce Rate [?]
	117,929 % of Total: 100.00% (117,929)	105,109 % of Total: 100.00% (105,109)	00:01:54 Avg for View: 00:01:54 (0.00%)	88.11% Avg for View: 88.11% (0.00%)
1. /answers/	72,374 (61.37%)	66,293 (63.07%)	00:02:34	91.00%
2. /your_car/	13,483 (11.43%)	12,224 (11.63%)	00:01:14	92.76%
3. /your_home/	11,479 (9.73%)	9,570 (9.10%)	00:01:57	83.97%
4. /index.aspx	9,697 (8.22%)	8,101 (7.71%)	00:01:26	67.59%
5. /news/	2,846 (2.41%)	2,566 (2.44%)	00:02:46	91.01%
6. /your_credit/	2,351 (1.99%)	1,918 (1.82%)	00:00:41	81.64%
7. /your_finances/	2,229 (1.89%)	1,728 (1.64%)	00:01:09	81.55%
8. /ask_ed/	804 (0.68%)	604 (0.57%)	00:02:28	52.83%
9. /subscribe/	649 (0.55%)	547 (0.52%)	00:00:54	38.54%
10. /links_resources/	360 (0.31%)	305 (0.29%)	00:02:35	63.53%

Discovery

Over 60% of visits came from organic search and landed in the posted answers category.

IA (Information Architecture)

Consumer Ed Home Tiles

<p>Ask Ed!</p> <p>Ask Consumer Ed about your major purchases in Georgia. <Link to: http://www.consumered.com/ask_ed/ask_ed.aspx></p>	<p>Your Car</p> <p>What If My Car is a Lemon?</p> <p>Can a Mechanic Charge for Repairs if Under Warranty?</p> <p>Must Car Dealers Sell Cars at Advertised Price?</p>	<p>Your Home</p> <p>Can I Get Out of My Lease if There is Mold?</p> <p>Do Senior Citizens Have to Pay Property Taxes on Their Home?</p> <p>What Are Legitimate Resources For Those Facing Foreclosure?</p>
<p>Recently Asked</p>	<p>Your Money</p>	<p>Sign Up For Our Newsletter</p>
<p><dynamic post title 1> <dynamic post title 2> <dynamic post title 3> <dynamic post title 4> <dynamic post title 5></p>	<p>How Can I Improve My Credit Score?</p> <p>Should I Consolidate My Student Loans?</p> <p>Can You Negotiate or Lower the Amount You Owe the IRS?</p>	<p>Get the latest consumer questions and answers emailed to you each month.</p> <p><sign up box></p>
		<p>Stay Connected</p>
		<p><social media></p>

We formed an IA based on:

- Existing content
- User behavior / analytics
- Business goals



Consumer Ed

Brought to you by the Georgia Department of Law's Consumer Protection Unit

[Feedback Form](#) | [Translate](#) | [Site Map](#)



[About](#)

[Your Car](#)

[Your Home](#)

[Your Money](#)

[Your Security](#)

[Ask
Consumer Ed](#)

Ask Consumer Ed!



Car FAQ

What if my car is a "Lemon"?

Mechanic warranties on car repairs

Does a company have to sell a car at low price listed in ad?

Home FAQ

Security FAQ

How can I protect myself from a data breach?

How to keep your computer from being hacked

Work-from-home jobs: real or scam?

[Sign Up For Our Newsletter](#)



Consumer Ed

Brought to you by the Georgia Department of Law's Consumer Protection Unit

[Feedback Form](#) | [Translate](#) | [Site Map](#)



[About](#)

[Your Car](#)

[Your Home](#)

[Your Money](#)

[Your Security](#)

[Ask
Consumer Ed](#)

Ask Consumer Ed!



[Buying a House](#)

[Foreclosure](#)

[Home Improvement](#)

[Renting an Apartment](#)

[Does a company have to sell a car at low price listed in ad?](#)

Home FAQ

Security FAQ

[How can I protect myself from a data breach?](#)

[How to keep your computer from being hacked](#)

[Work-from-home jobs: real or scam?](#)

[Sign Up For Our Newsletter](#)

ered.georgia.gov/your-home-0

- YOUR CAR
- YOUR HOME
- YOUR CREDIT & DEBT
- YOUR FINANCES 101
- IDENTITY THEFT
- ASK CONSUMER ED

- About
- Your Car
- Your Home
- Your Money
- Your Security
- Ask Consumer Ed

Georgia's Resource for Credit & Purchasing Information



CAR HOME CREDIT/ DEBT FINANCES

Ask Consumer Ed

Click here to ask Ed a question or see what others are asking.

ASK ED!

Welcome To Consumer Ed!

Making a major purchase or using credit can be a confusing and overwhelming experience, especially if you're contemplating these decisions for the first time.

The Georgia Department of Law's Consumer Protection Unit has designed this website as a comprehensive resource to help you make wise decisions – whether you're buying a car, getting your first house or apartment, applying for credit, or trying to manage your money. Follow ConsumerEd to learn more about these important topics.

Keep up with Consumer Ed

Get the latest consumer questions and answers emailed to you each month.

SIGN UP!

Translate Ed

Select Language

Follow Consumer Ed

f t

Ask Consumer Ed

Dear Consumer Ed:

A dealership advertised a car for \$15,800. When I went to purchase the car, my contract had the car...

MORTGAGE CALCULATOR

How Much Home Can You Afford? We Can Help!

Ask Consumer Ed!



[Click here to ask Ed a question.](#)

Latest

Can a utility company charge me for a previous tenant's bills?

November 2, 2016

Dear Consumer Ed: Can a utility company charge me for a previous tenant's utility bills? I am a new tenant in a rental home. The owner passed away last year, and apparently after the medical bills were paid, there was no money left in the estate. I am now being told that I cannot get electricity or water service until these

Car FAQ

What if my car is a "Lemon"?

Mechanic warranties on car repairs

Does a company have to sell a car at low price listed in ad?

Home FAQ

Can I get out of my apartment lease due to serious mold problems?

Do senior citizens have to pay property taxes on their home?

Legitimate resources for those facing foreclosure

Money FAQ

How can I improve my credit score?

Security FAQ

How can I protect myself from a data breach?

How to keep your computer from being hacked

Work-from-home jobs: real or scam?

Sign Up For Our Newsletter

Get the latest consumer questions and answers emailed to you each month.

Email Address *

First Name *

Last Name *

Zip Code *

Submit

Before

After

What About *Bling*?

- Rotators
- Sliders
- Carousels



Rotator



Indiana Department of Environmental Management

A State that Works

IDEM



IDEM Home

- About
- e-Services
- Featured Topics
- News and Events
- Public Notices
- Public Records
- Fact Sheets
- Forms
- Maps
- Rules
- Contact

Information About

Indiana Department of Environmental Management

Alternative plan for the Riverside Ground Water Contamination National Priorities Listing

[learn more](#)

Featured Topics

IDEM Access Management

Beginning September 29, 2016, all IDEM visitors to the Indiana

Online Services

- Acronyms List
- Electronic Permitting / Regulatory Services Portal
- Enforcement Database
- Forms.IN.gov
- Impaired Waters (e303d)
- Online Air Permit Search
- Online Invoice Payment Options
- Real-Time Monitoring
- Safe Drinking Water Information Search
- Virtual File Cabinet
- Wastewater Certification Renewal

[MORE ONLINE SERVICES »](#)

[SUBSCRIBER CENTER »](#)

Rotator

Virginia.gov Agencies | Governor Search Virginia.Gov

TAX Virginia Department of Taxation

Home

Online Services Individuals Businesses Forms Site Tools

FAQs
Laws Rules And Decisions
Taxpayer Rights
Tax Credits
Tax Professionals
Facts & Figures
Localities
Contact Us

View Our Expenses

eVA Transparency in Procurement

Pay My Bill
Received a bill or notice of assessment? Pay as much as you can now to reduce penalties and interest.
Payment options.

About Us
Working With Us
News
Taxpayer Alerts - Updated August 16, 2016
Identity Theft
Our Organization
Your Opinion
e-Alerts Sign-up

Find out if your computer or browser is compatible with our online documents and applications.

Pay My Bill Where's My Refund? Review of Tax Return Letter Protect Your Identity Walk-In Center Closed

The problem with rotators:

- Banner blindness
- Take up a lot of valuable space
- Not SEO-friendly
- Bad for usability
- Slow page load



Need A Georgia Vital Record?

[Read More](#) →

Quick Links

[2015 Annual State IT Report](#)

[Policies, Standards, and Guidelines](#)

[GETS Service Integration](#)

[Service Desk for Technical Support](#)

[MCR](#)

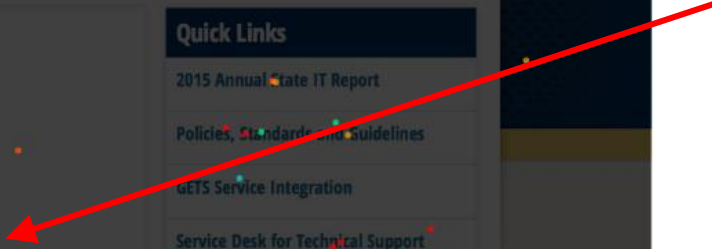


Blog: Technology in Georgia

[Monitoring the State's Portfolio of IT Projects](#)

Our efforts saved as much as \$150 million through cost avoidance in 2015.

Rotator



What do other experts say
about rotators?



**James-Royal
Lawson**

"It gets ignored. It's distracting. It's confusing. It squeezes out relevant content. It slows down your site. It causes global warming."



Adam Fellows

"Almost all the testing I've managed has proven content delivered via carousels to be missed by users. We've witnessed the banner blindness concept in full effect."



Tim Ash

"Rotating banners are absolutely evil and should be removed immediately."

4

**What Type of Content Do You
Need?**

Types of Content

- Blog posts
- White papers
- Annual reports
- Site pages
- Web forms
- Multi-media
- Attachments
- Location pages
- Event pages
- Calendars
- Landing pages
- Images / Infographics



Content: **Do**

- Categorization / Taxonomy
- Multimedia / Images
- Call-to-actions



Content: **Do**

Plan Content



Content: **Do**

Be Consistent



Content: **Do**

Video!

Iron Chefs Teambuilding Event



CareerBuilder's teambuilding workshop at the Food Movement

Fall Days in Georgia



Enjoy the beautiful outdoors in Georgia during the fall season!



Content Don'ts

- Copy Content
- Provide too little content
- Provide too much content
- Rely on file attachments
- Forget about accessibility

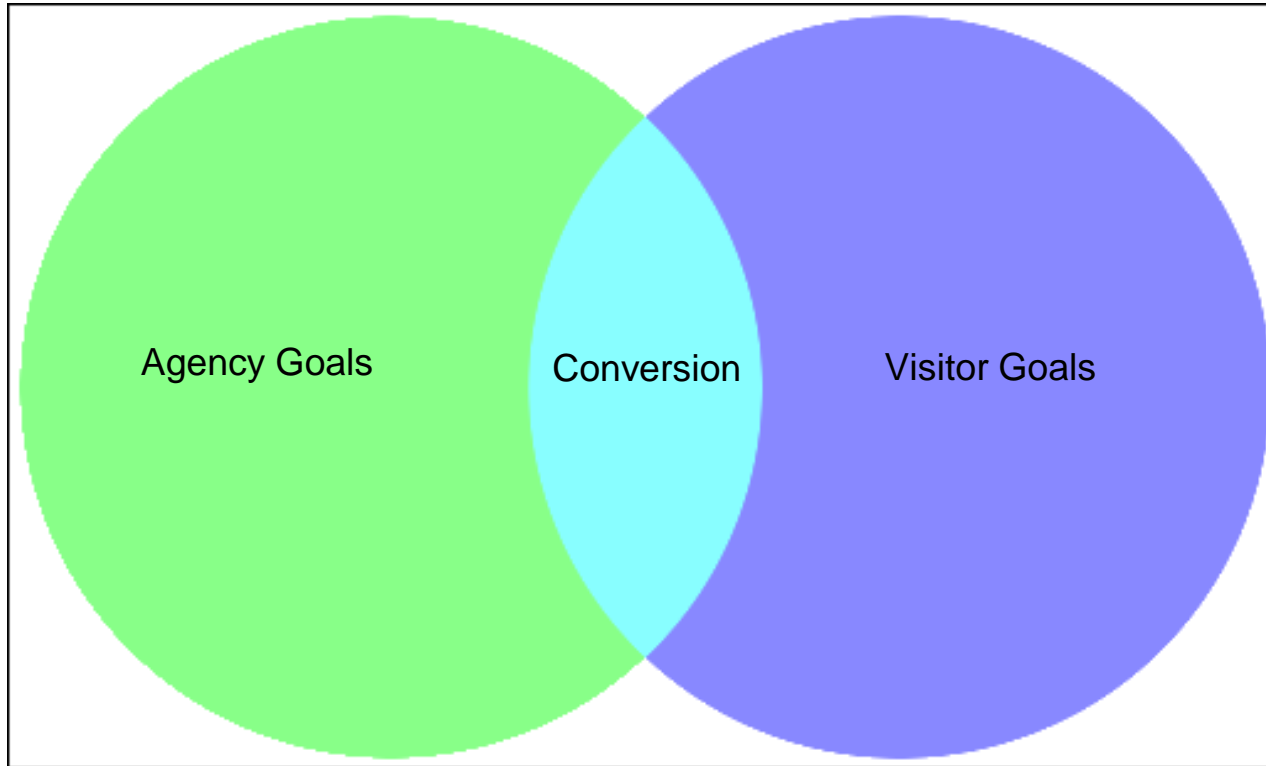
5

What Do YOU Want?

What Are *Your* Goals?

- Establish credibility?
- Create awareness?
- Expose services?
- Drive traffic?

An Ideal Content Strategy



What Do You Want From Your Audience?

We want our audience to...

Read our FAQs

Use our forms

Sign up for our newsletter

Give us feedback

Engage on social media

Because...

It will reduce the amount of phone calls to support.

It's the most efficient way to get their information into our database.

We can sell upcoming events.

We want to improve our services.

We want useful content on our site that can help others.

Worksheet

List 3-5 core goals for your agency

6

How Do You Measure Success?

1) Key Performance Indicators (KPIs)

KPI Details							Sort by: % Change (asc) % Change (de...) KPI Names (A... KPI Names (Z... Original order				
Name of KPI	Oct-14	Aug-14	% Change ↓	Trend	Target	Comments					
Revenue % - top 10 cust.	7%	20%	▼ 65%		9%						
Conversion Ratio	2.13%	4.66%	▼ 54%		1.00%						
Raw-material per unit (\$)	\$10	\$8	▼ 35%		\$10						
Profit %	13%	17%	▼ 22%		17%	We are making good progress					
Mistakes per million	1.87	1.62	▼ 15%		2.43						
Customers	578	646	▼ 11%		543	Lets get more customers					
Expenditure	\$270,761	\$251,441	▼ 8%		\$86,644	We need to reduce our expenses in Q3					
% New customers	56%	60%	▼ 7%		24%						
Customer satisfaction %	87%	86%	▲ 1%		98%						
Attendance %	91%	89%	▲ 2%		100%						
Sales in CAD	\$311,417	\$301,661	▲ 3%		\$224,220	Something					
Revenue % - top 10 prod.	20%	19%	▲ 5%		25%						
% Returning customers	44%	40%	▲ 10%		54%	This is going down for some reason					
Avg. time per call	03:13	03:39	▲ 12%		03:59						
Avg. \$ per customer	\$539	\$467	▲ 15%		\$242						
Cash Flow	\$196,572	\$168,902	▲ 16%		\$261,441						
Productivity %	97%	75%	▲ 29%		132%						
Website visitors	245,556	157,275	▲ 56%		267,656						
Marketing per \$1000	\$102	\$340	▲ 70%		\$77						
Refund %	0%	4%	▲ 91%		0%						

Set goals you can measure

- Page views
- Shares
- Sign ups

2) Check the Data

Based on your KPIs,
How is your content performing?

3) Make Adjustments

Optimize content based on performance.
Identify room for improvement.

Summary

- Identify your audience
- Describe your agency (under 1 minute)
- Make sure you “show up”
- Determine the types of content you need
- Know YOUR goals
- Keep track of performance

Thank You!