

Goal-Oriented Website Content Design

Make Your Website's Content More Effective



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Philip Morgan



- I create smart marketing content for companies run by geeks & creatives.
- I have created marketing content, white papers, and demos for companies including Microsoft, Intel, Fluke, Hitachi, & Bridgestone.
- I'm very interested in how marketing content affects your customers' and clients' emotions.

Asking Questions

- Ask questions by entering the text in the GoToWebinar control panel
- Other team members are online to answer questions
- Follow up with us afterwards (michael@webvanta.com) if you have questions that didn't get addressed

A Quick Poll

What best describes your job role?

What is Goal-Oriented Website Design?

- It's a way of thinking about web content.
- We ask, “If this web page/site was an employee, what would their job be and how well are they doing it?”
- With a clean-sheet web design project, we would go **business goals → jobs → site content & design.**
- But with an existing site, we start with the content as it is. We work backwards from the content to what job it **seems** to be doing, and **how well** it's doing that job.
- This is a helpful way to look at the site **content** and whether it is accomplishing the goal you need it to.

A Goal-Oriented Content Analysis

- This is a subset of an all-up content audit
- It's less about inventorying website content and more about improving the **effectiveness** of the existing content.
- It is a **subjective diagnostic tool**.

A Process For Critiquing Page Content

- It's easy
- It's six steps
- And somewhat surprisingly, it DOESN'T start by identifying the page job.
- Instead...

1: Scan the Page

- What's above vs. below the fold?
- Put a "mental Gaussian filter" over the page and take it all in and look for:
 - What areas are brightest/darkest/largest? (lizard-brain visual response)
 - What areas merge into the background?
 - What areas pop out at you?

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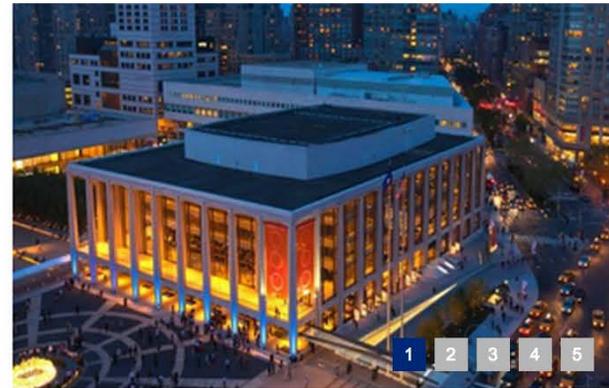
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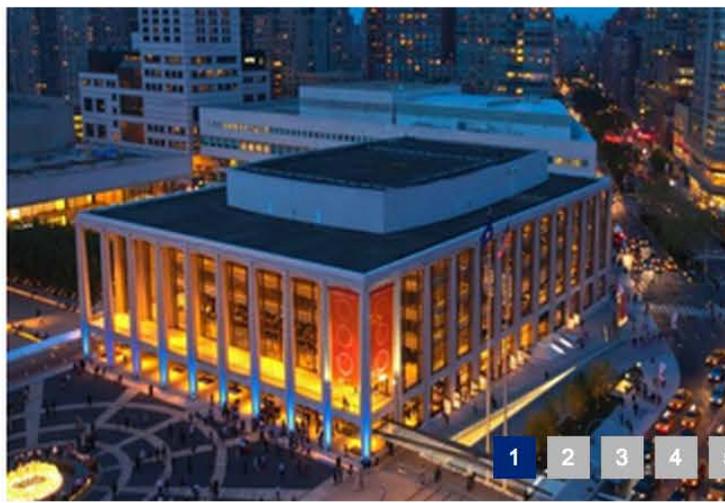
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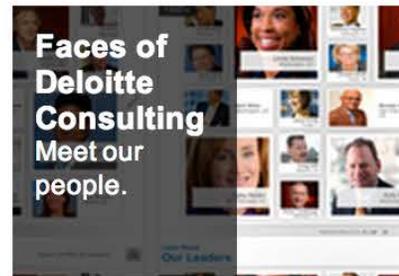
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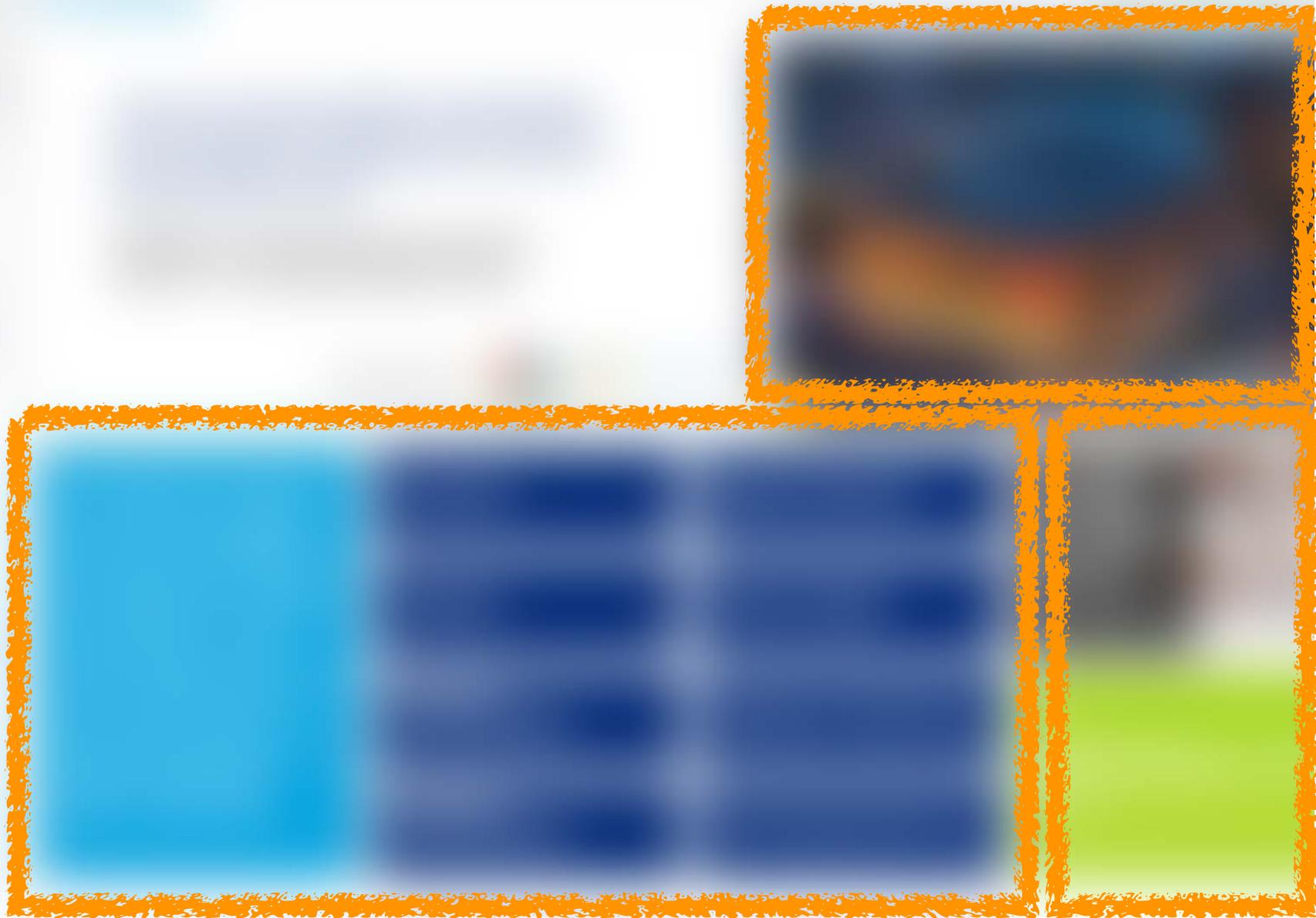
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#3 (?) ← ...

#2

#1

#4

2: Map Out the Page Content

- Look at how whitespace breaks content up into blocks
- Specifically, what's the function of each block of content?
- Look at how headings and typography have been used
- Look at use of graphics and images

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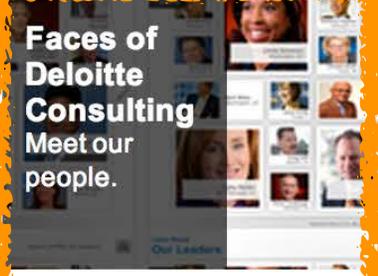
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3: How Will Users Relate to Each Page Element?

- What is this page element asking of them: Read, Scan, or Ignore?
- What is each page element pushing them towards or away from? Where are we, where are we going (or being pushed toward)?
- What is each page element's specific function?



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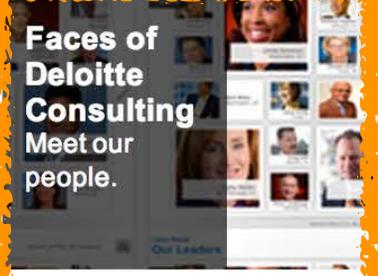
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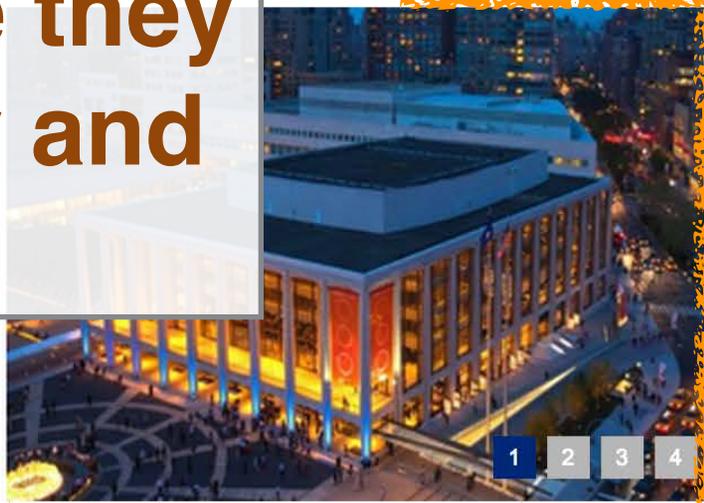
4: What is the Overall Page Job?

- We don't ask this first to avoid biasing ourselves. We look at the "facts" (page elements) first, then we think about how the page elements are supposed to work to do the job of the page.
- To figure out the job of the page... we have to take an "outside" perspective, even if this is really our own content.
- Try to sort the page content into one of these very basic buckets, realizing that your site may have different buckets:
 - Routing
 - Informing
 - Selling
 - Order-Taking
 - Motivating

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**This is a routing page.
It gets users where they want to go quickly and efficiently.**

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5: Analysis: Does the page content match up with the job the page is trying to do?

- Do all the page elements **harmonize**?
- Are the page elements **working together** or **competing**?
- Are there **freeloader** page elements—ones that are **irrelevant** to the overall page function?
- Is the page **distracted** by elements that perform **unrelated** functions (social sharing is a common culprit)?

6: Look for What's Missing

- Look at **business goals** (sell more of this product, reinforce our superiority in this area, etc...) and decide if the jobs that you need to accomplish that goal are happening.

Employee Review Time

- This is a very good **routing page**.
- I'd give this page a **raise** (maybe even a promotion).
- Here's why...



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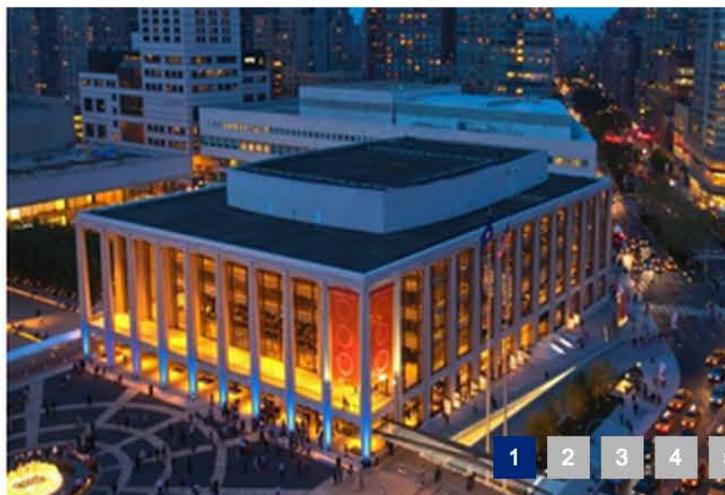
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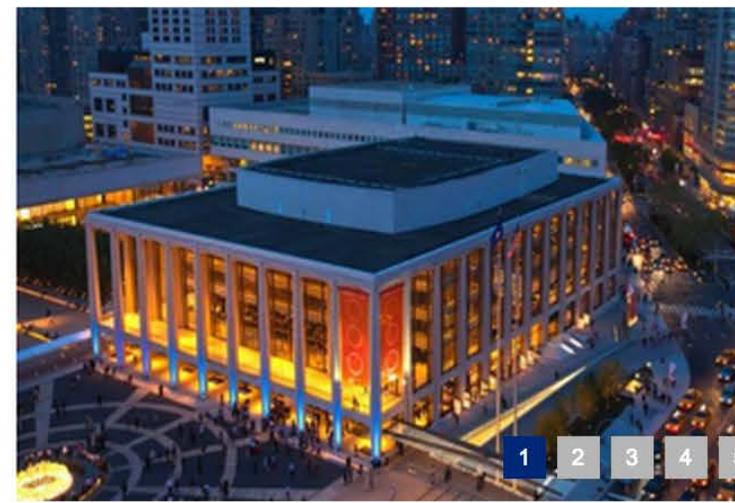
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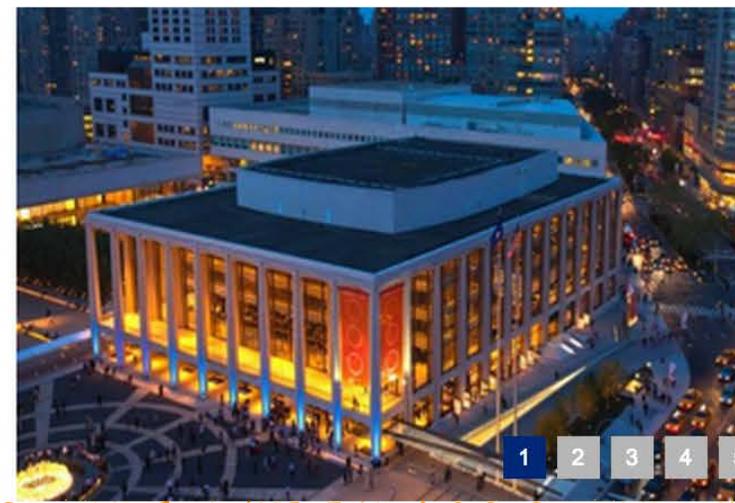
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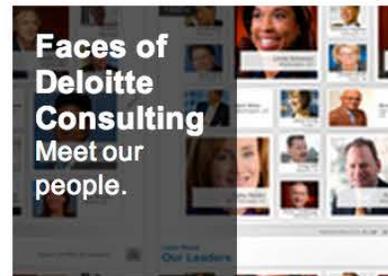
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Different Page

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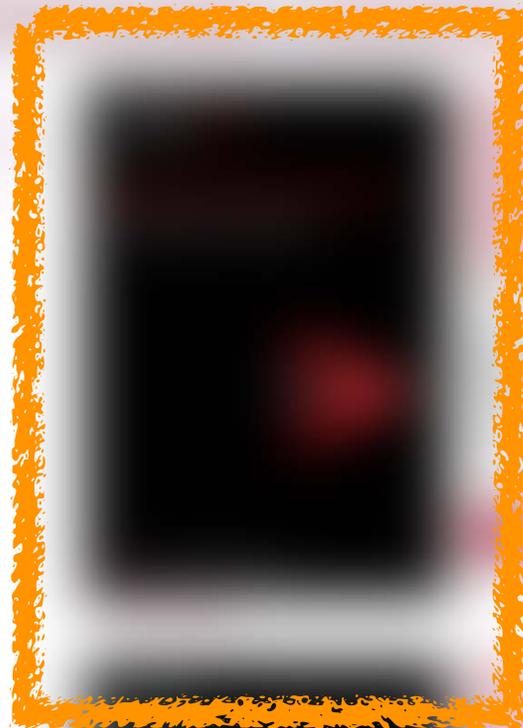
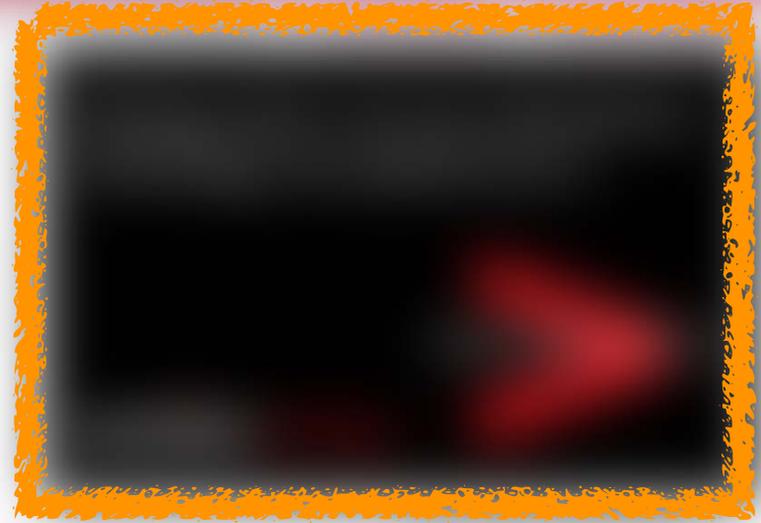
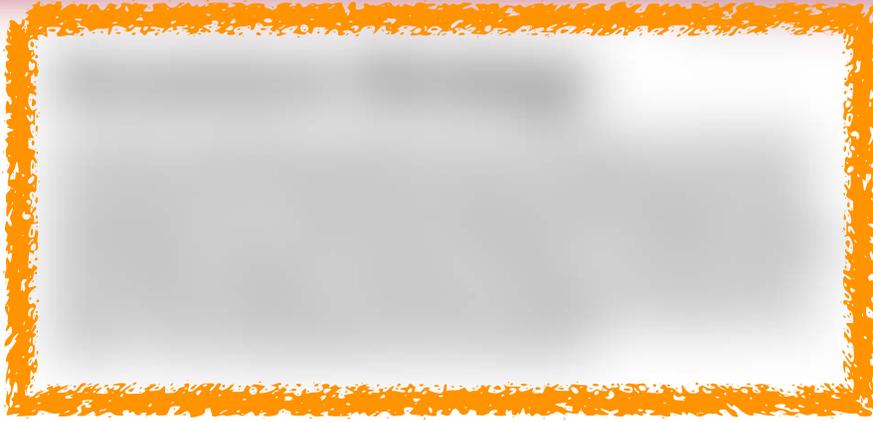
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Your Turn

How would you rate this page's job performance?

Employee Review Time

- This page is also a **routing page**.
- But it is NOT a very good one.
- I'd give this page a **corrective action plan**.
- Here's why...



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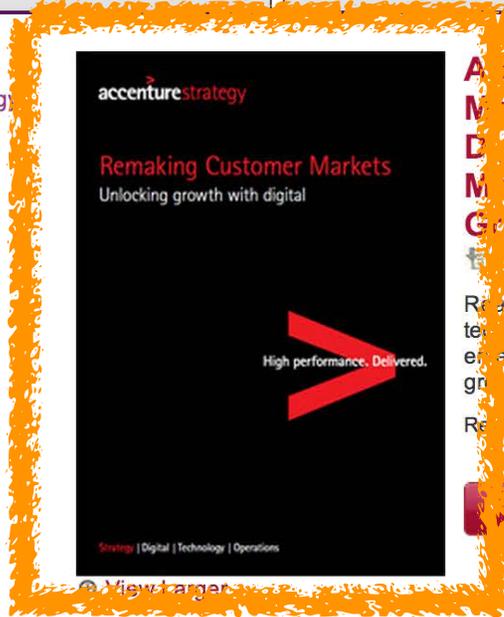
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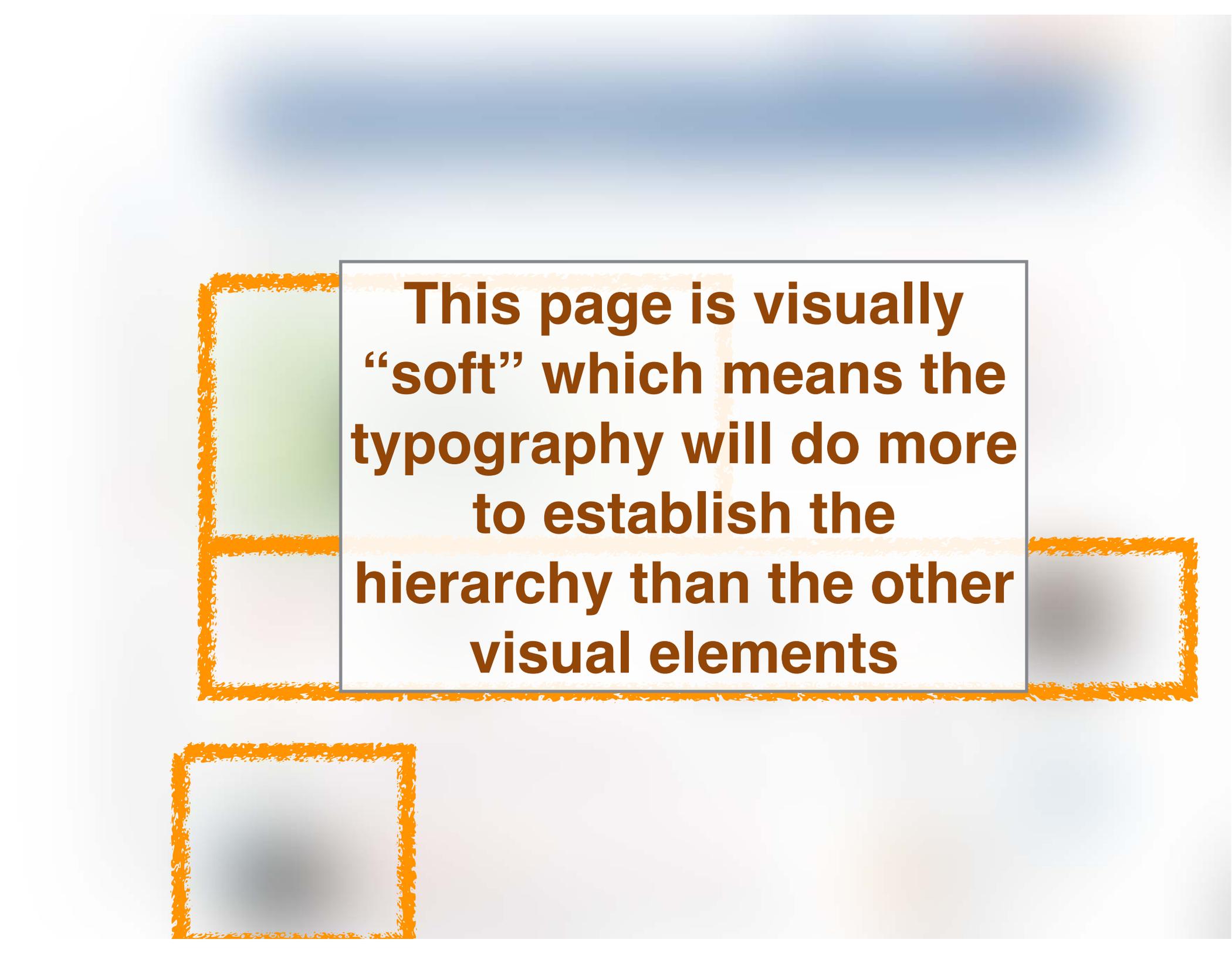
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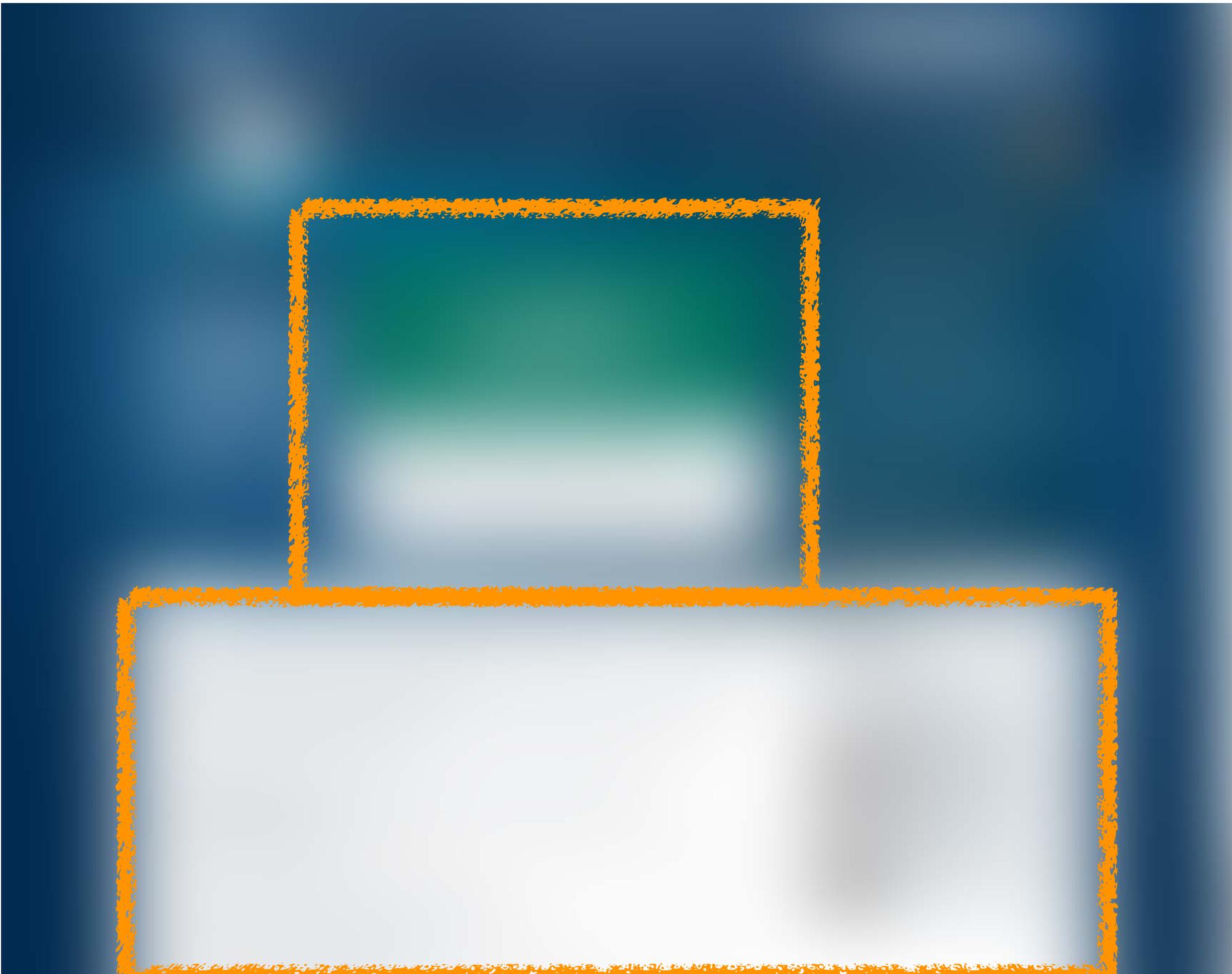
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James Jay Carafano, Ph.D.

Vice President, Foreign and Defense Policy Studies, E. W. Richardson Fellow, and Director



Robert Rector

Senior Research Fellow

Employee Review Time

- This is a page that needs to provide **information** in an efficient, frustration-free way. It may need to prioritize some content over other.
- I'd give this page a **needs improvement** rating.
- Here's why...

Your Turn

What part of this page's content needs improvement
most?

Immigration

The Fiscal Cost of Amnesty to U.S. Taxpayers

The Immigration Bill, Explained in One Infographic

Immigration Bill Doesn't Secure the Border

Encouraging Lawful Immigration

THE COST OF AMNESTY

The Fiscal Cost of Amnesty to U.S. Taxpayers
Unlawful immigration and amnesty for current unlawful immigrants can pose large fiscal costs for U.S. taxpayers. [Read More.](#)

The United States was established on principles that support the welcoming of new residents to our shores to learn and embrace American civic culture and political institutions through the processes of immigration and naturalization. Over the past several decades, however, immigration policy has become skewed, falsely presented as an uncompromising decision between unfettered immigration and none at all.

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California: Tell the EPA to ban bee-killing pesticides

Over 100 million bees in California are being killed by pesticides. It's time to protect our bees and the food we eat.

Tap this petition | **By Peter Steiner**

Victoria: New York Times Works to Inform Readers on Budget

The New York Times has been in a fight to get its budget cut. It's time to let the public know what's really going on.

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Washington: Tell the EPA to ban bee-killing pesticides

Washington state is home to a large number of bees. It's time to protect them and the food we eat.

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Oregon: Tell the EPA to ban bee-killing pesticides

Oregon is home to a large number of bees. It's time to protect them and the food we eat.

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California: Tell the EPA to ban bee-killing pesticides

California is home to a large number of bees. It's time to protect them and the food we eat.

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California: Tell the EPA to ban bee-killing pesticides

California is home to a large number of bees. It's time to protect them and the food we eat.

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Save Net Neutrality

Net neutrality is the backbone of the internet. It's time to protect it.

Tap this petition | **By Peter Steiner**

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Net neutrality is the backbone of the internet. It's time to protect it.

Tap this petition | **By Peter Steiner**

Sign the petition: Denounce the NSA, Georgia Sen. Nathan Deal and the Georgia state legislature for the spying on LGBT

The NSA and Georgia state legislature are spying on LGBT people. It's time to stop them.

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The NSA and Georgia state legislature are spying on LGBT people. It's time to stop them.

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Equitable internet access

Everyone should have access to the internet. It's time to make it happen.

Tap this petition | **By Peter Steiner**

Small Business Owner

Small businesses are the backbone of the economy. It's time to support them.

Tap this petition | **By Peter Steiner**

Protect Net Neutrality

Net neutrality is the backbone of the internet. It's time to protect it.

Tap this petition | **By Peter Steiner**

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Net neutrality is the backbone of the internet. It's time to protect it.

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Keep the Internet open and free!

The internet is a public resource. It's time to keep it that way.

Tap this petition | **By Peter Steiner**

Keep the Internet open for everyone!

The internet is a public resource. It's time to keep it that way.

Tap this petition | **By Peter Steiner**

Do not allow any company to be a monopoly

Monopolies are bad for the economy. It's time to break them up.

Tap this petition | **By Peter Steiner**

Representative Clark: Stand Up for Net Neutrality

Net neutrality is the backbone of the internet. It's time to protect it.

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Save Our Online Capabilities

Online capabilities are essential for the economy. It's time to protect them.

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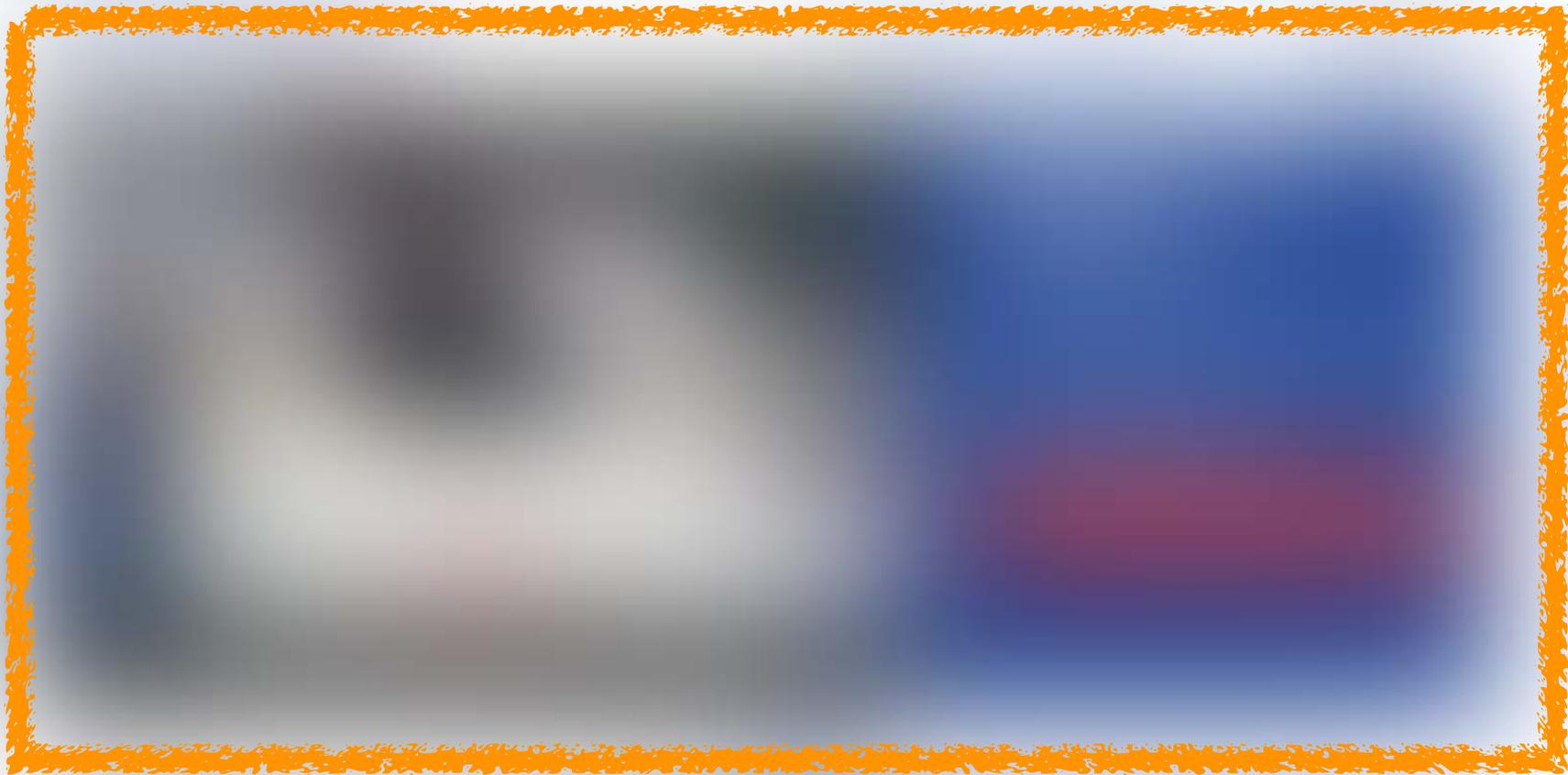
Dear Administrator McCarthy, Honey bees, native bees and other pollinators are responsible for one out of every three bites of food we eat. Many fruits and vegetables, including apples, blueberries, strawberries, carrots and broccoli, as well as almonds and coffee, rely on bees. These beneficial insects are critical in maintaining our diverse food supply. U.S. beekeepers have been consistently losing 40-100 percent of their hives. Widespread use of a new class of toxic pesticides, neonicotinoids, is a significant contributing factor. In addition to killing bees outright, research has shown that even low levels of these dangerous pesticides impair bees' ability...

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by Peter Stocker

Net Neutrality is Good for Small Businesses

Protect net neutrality so that our small businesses can have timely and





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Protect net neutrality so that our small businesses can have timely and

Employee Review Time

- This is a **motivational** page—designed to call users to some specific **action**.
- I'd give this page a **good** rating.
- Here's why...



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So... How Do We Improve
“Employee” Performance?

7 Easy Tips...

Remove Extraneous Content

Seriously consider **removing** or **moving** content that's extraneous to job function.

Complex sites *may* need a deeper hierarchy. This is a tradeoff of **more easier clicks** vs. **fewer more confusing** clicks.

The image shows a screenshot of the Accenture Strategy website. The page features a navigation menu with categories like Business Strategy, Technology Strategy, and Operations / Function Strategy. The main content area displays several articles, including 'Accenture Customer Insights Study 2014' and 'The Digital Customer: It's Time to Play to Win and Stop Playing Not to Lose'. A large, semi-transparent text overlay in the center of the page reads: 'All of this content interferes with the primary job of this page'. The overlay is in a bold, brown font and is positioned over the main content area, partially obscuring the article titles and images. The background of the website is white with purple accents in the navigation and header.

Page Templates

Don't design a page template casually. Know the page job, rough out the page content, **then** design a template or layout that supports that content and job.

The screenshot displays the Center for American Progress website. The header includes the organization's name and tagline, "PROGRESSIVE IDEAS FOR A STRONG, JUST, AND FREE AMERICA". A trending bar lists topics like "Ryan Budget", "Ukraine", and "Immigration Reform". The main navigation menu includes "PROJECTS", "EXPERTS", "EVENTS", "REPORTS", "ABOUT US", "PRESS", and "DONATE". A search bar is located on the right. The left sidebar lists various issues, with "IMMIGRATION" highlighted in red. The main content area is titled "Immigration" and features a large image of a tree. Below the tree image is an interactive feature titled "Interactive Feature: How Immigrants Will Reshape Our Workforce" with a "Read more" link. A secondary row of three article thumbnails is shown: "The Economic Case for a Clear, Quick Pathway to Citizenship", "The Cost of Inaction on Immigration Reform", and "The Economic Effects of Granting Legal Status and Citizenship to Undocumented Immigrants". Below this, a featured article titled "How Citizenship Helps the Economy" includes an infographic showing a \$1.1 trillion contribution to the economy. Another article, "Making Sense of the Senate and House's Visions of Immigration Reform", is also visible. The right sidebar contains a "Subscribe to Immigration News Alerts" section with a "subscribe" button, a "Follow Immigration" section with an RSS feed link, and a list of "Immigration Experts" including Vanessa Cárdenas, Marshall Fitz, Sam Fulwood III, Sarah Jane Glynn, Angela Maria Kelley, Michael Werz, and Philip E. Wolgin. At the bottom, there is a "Recent Immigration Multimedia" section.

Content Sliders

Scrutinize content sliders. Users are hurried and may not see all panes in the slider. Curate carefully.

Consider static hero areas for featured content instead.

The image shows a screenshot of a website slider and a news section. The slider is titled "ECONOMIC FREEDOM IN ACTION" and features a video of Julie, a woman with short brown hair, who is speaking. The text on the slider reads: "DON'T LET THEM HIDE THE TRUTH ABOUT OBAMACARE". Below this, it says: "Like all Americans, Julie listened to the President lie about individuals keeping their health insurance. She lost her insurance and now the left is trying to discredit her, silence her and all Americans. Join us to defend those who seek to tell the truth about the disaster called ObamaCare." There is a yellow button that says "SIGN THE PETITION".

Below the slider, there is a "SPECIAL UPDATE" section with the text "AFP Releases Online Scorecard >".

The news section is divided into three columns: "AFP NEWS", "ISSUES", and "STATE NEWS".

- AFP NEWS:**
 - AFP Leads Broad Coalition Standing Against the Export-Import Bank (May 05, 2014)
 - AFP Reacts to April Jobs Report (May 02, 2014)
- ISSUES:**
 - Coalition Support Permanent Tax Cut For Bonus Depreciation (May 09, 2014)
 - Obama Administration Doubles Down on Green Energy Giveaways With Ex-Im Bank (May 08, 2014)
- STATE NEWS:**
 - The Colorado Observer: Pressure Builds for Hick to Demand Health Exchange Audit (AFP Colorado, May 08, 2014)
 - AFP-IL Launches Effort to Hold Legislator Accountable on Income Tax Hike

At the bottom of the news section, there is a "MULTIMEDIA" section and a "SHOW MORE" button.

Visual Hierarchy Gut Check

Tie the content visual hierarchy to the page goal. This includes **typography**.

Use your lizard brain and a Gaussian Filter to validate design choices.



Columns

Beware undifferentiated columns in page layout!

Beware mis-appropriating primary, secondary, & tertiary columns out of convention.

The screenshot displays the Accenture Strategy website layout. At the top right is the 'accenturestrategy' logo. Below it is a navigation bar with tabs for 'Overview', 'Services', 'Research and Insights', and 'Client Successes'. The main content area is divided into three columns. The left column contains a vertical list of categories: Business Strategy (with sub-items like Business and Operating Model Strategy, Corporate Development and Growth, Digital Business, Enterprise Transformation, International Development, Manufacturing Strategy, Mergers and Acquisitions, Risk Management, Sustainability), Technology Strategy (Enterprise Architecture, IT Strategy), and Operations / Function Strategy (Finance and Enterprise Performance, Operations Strategy, Sales and Customer Services (CRM), Talent and Organization). The middle column features three article cards. The top card is 'Accenture Customer Markets Study 2014: Digitally Contestable Markets Accelerate Growth', the middle is 'CEO Briefing 2014—The Global Agenda: Competing in a Digital World', and the bottom is 'The Digital Customer: It's Time to Play to Win and Stop Playing Not to Lose'. The right column contains a 'Stay Informed On Strategy' section with RSS and social media links, a 'Tweets' section showing a tweet from @AccentureStrat, and an 'Events' section mentioning the Wharton Leadership Conference. A red dashed line highlights the central content area, which is wider than the sidebars, illustrating a non-conventional column structure.

Above the Fold

Don't waste
above-the-fold
real estate.

Accenture Strategy

Accenture Strategy operates at the intersection of business and technology. Because technology is transforming every organization, you need technology-enabled strategy to take advantage of the opportunities. Whether it's business strategy, technology strategy or operations strategy, we drive value, shape new businesses and design operating models for the future. That's high performance, delivered.

Strategy that's not just informed by technology, but powered by it.

High performance. Delivered.

accenturestrategy

Overview Services Research and Insights Client Successes

Business Strategy

Business and Operating Model Strategy
Corporate Development and Growth
Digital Business
Enterprise Transformation
International Development
Manufacturing Strategy

Risk Management

Sustainability

Technology Strategy

Enterprise Architecture

IT Strategy

Operations / Function Strategy

Finance and Enterprise Performance

Operations Strategy

Sales and Customer Services (CRM)

Talent and Organization



Accenture Customer Markets Study 2014: Digitally Contestable Markets Accelerate Growth

PDF
Read an Accenture study on how digital technologies can enable businesses to enter new markets and enjoy greater

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CEO Briefing 2014—The Global Agenda: Competing in a Digital World

PDF
The Accenture-Economist Intelligence Unit Global Agenda 2014 report analyses the views of C-level executives on prospects for the global economy and their companies.

Related: Strategy, Technology

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The Digital Customer: It's Time to Play to Win and Stop Playing Not to Lose

PDF
Though companies are facing profound consumer changes largely driven by the digital shift, Accenture's ninth annual Global Consumer Pulse Research reveals that most companies across industries have been playing not to lose.

Related: Analytics, Sales and Customer Services - CRM, Strategy

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