# Work Example

## Content Strategy Audit for RENTcito.



https://www.rentcito.com

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# RENTcito

Summary:

This project focused on content strategy for a start-up business called RENTcito. Owner and creator Andrew Clapp founded the company to provide an online property management tool for the do-it-yourself property owner. Through market research, he discovered most property owners were not happy with their current property management service. The RENTcito platform provides a complete wrap-around service equipping landlords with tools such as listings services, rent collection, background checks, and more.
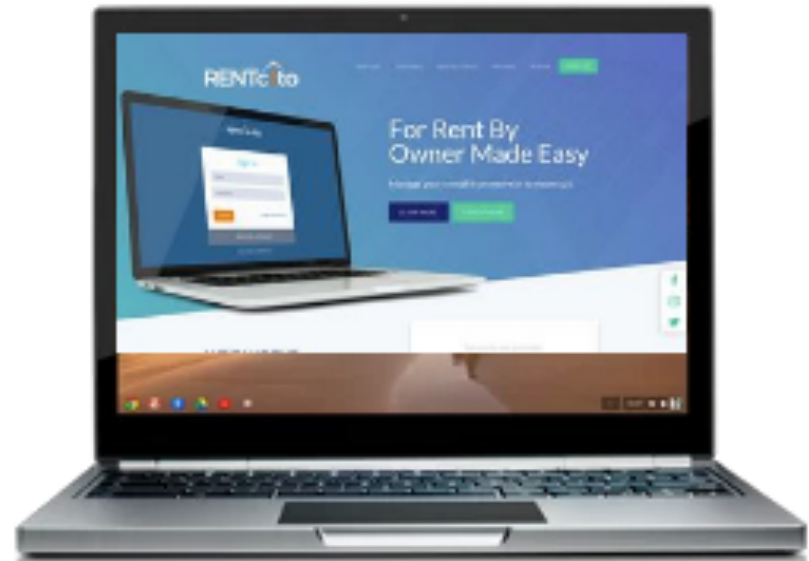
# Scope of Work

1. Summary of Client Needs:  Met with client to learn about RENTcito, its challenges, target audience, and business goals.

2. Content Audit:  Assessing content on the page level, module level and element level.

3. Responsive/Mobile-First Test: Assessing web page responsiveness across various screen sizes, content break points and prioritizing content on mobile.

4. Performance Test: Assessing website load times and identifying what may be slowing it down.

5. Accessibility: Assessing website accessibility in accordance with WACG standards.

6. Style Guides:  Auditing fonts, color, layout, tone to ensure consistency of look, feel and brand voice.

7. A/B Testing:  Choosing an element or module, set up a mock A/B test to uncover how to optimize a feature on the website.

8. Design Sprint: A quick assessment of the website's content and how the target audience will be introduced to it, interact with it, and exit it, and possible solutions for design and UX/IA changes.

# Summary of Client Needs:

Challenges (per client feedback):

- Not much data on their target audience.

- Unsure of website functionality.

- Limited financial resources.

- Difficulties targeting audience on Facebook.

- Limited time and commitment to project.

- Still in exploratory phase. Website is beta.

- Unsure of how to differentiate from competition.

Opportunities:

- There is an opportunity to add value to the customer with more content. From blogs to social media and video, there is plenty for RENTcito to publish and may do so at low cost.

- Because RENTcito's website is in a beta phase, it offers the ability to gather feedback from a test group and learn about website functionality, user experience, branding, services, etc.

- Because RENTcito is so new, it offers a blank slate to explore a variety of content strategies and ensure the final website is a well-organized, informative, attractive, mobile-first, and accessible product.

# Summary on Pages

- The website is largely a one-page document, sans a few sign up or login pages.  Much more room for more pages and content.

- Mostly aesthetically pleasing although some color choices seem random.

- The way in which information is divided up could be improved to tell an over-arching story, build trust and authority, and inform the user of the benefits.
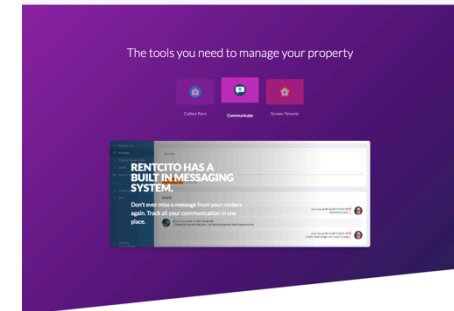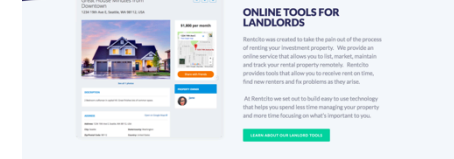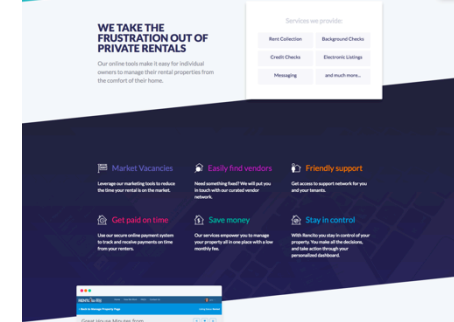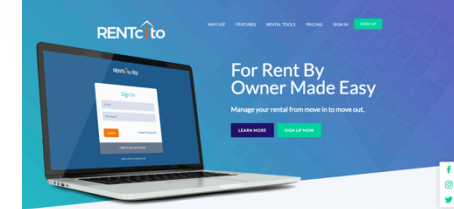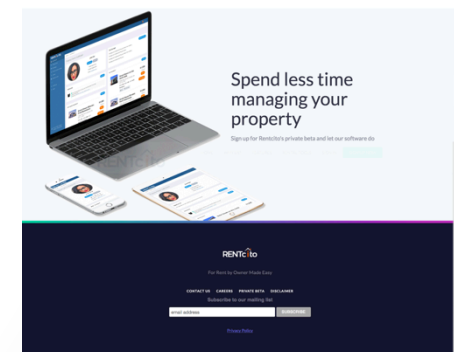
# Summary on Modules
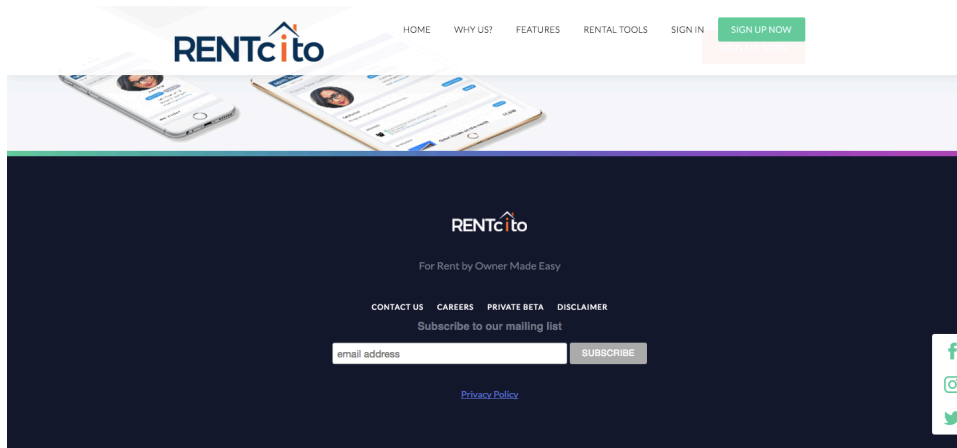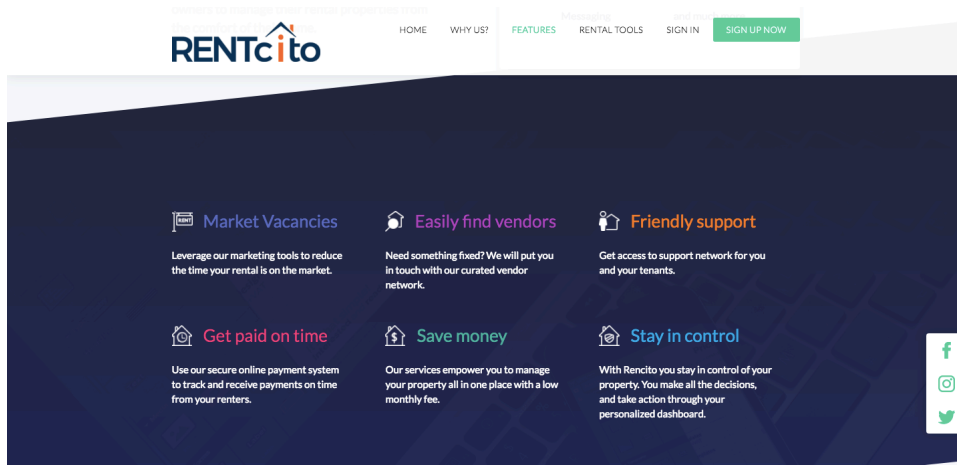




- Modules are aesthetically placed on the page.

- Some modules are animated and/or colored which, in this case, can distract from other important content.

- The colors used for some of the modules does not seem to follow a style guide.

- Some modules seem out of order. For example, the newsletter sign up form in the footer may be better utilized in a different location.

# Summary of Elements

- Many buttons are brightly colored and eye-catching yet when clicked lead to information further down the page. The only buttons that lead to a new page are sign up or login buttons.

- Some elements look like buttons but do not do anything.

- Some typography is hard to read, too close together or too gray or faint. This could cause problems for people with vision impairments.

- Tactful choice of new images to help tell the Rentcito story

- Some copy seems like a rap or a catch phrase. Much of the copy is very general with few details included.
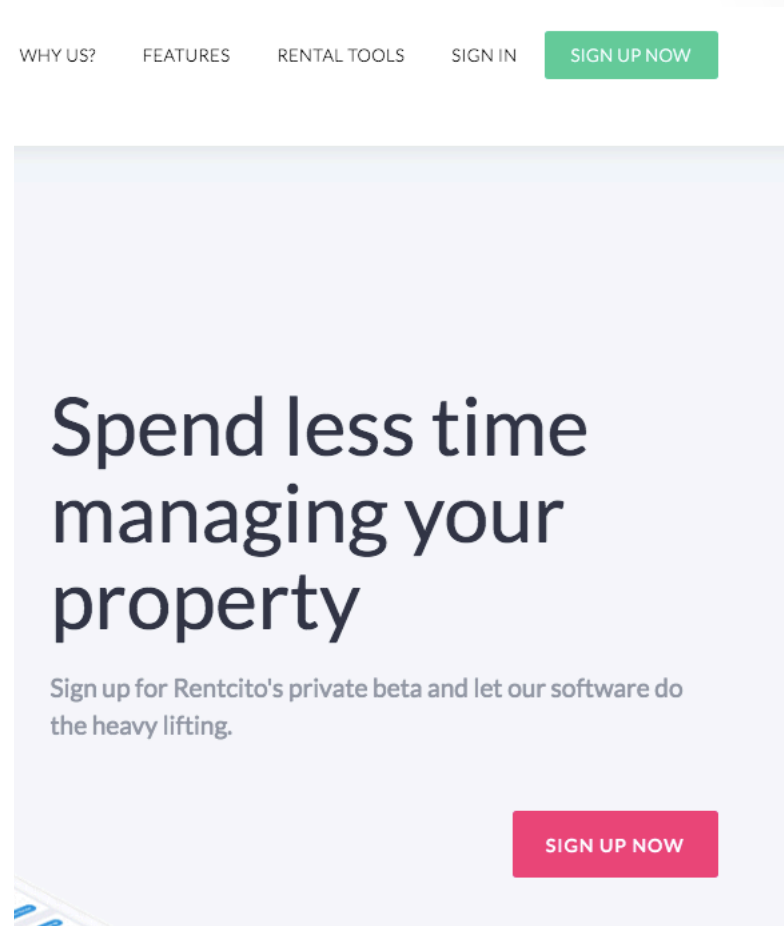
# Recommendations

Create more written content describing RENTcito's story, services, research, testimonials, values, and mission.

Choose images that may resonate with the target audience. What does managing one's property from home look and feel like?

Create videos to further the RENTcito story.

Add an "about" page and "services" pages to provide more in-depth information about RENTcito. Test to see how they perform.

Organize information to create a unified story.

Create a style guide to ensure consistency of colors, fonts, tone and style for the brand.

# Expected Outcomes

**Improved user experience.** Richer, more organized content will allow the audience to quickly understand your services and find information they are seeking.

**Heightened interactivity.** More pages will give the user an opportunity to navigate throughout the website and learn more about RENTcito.
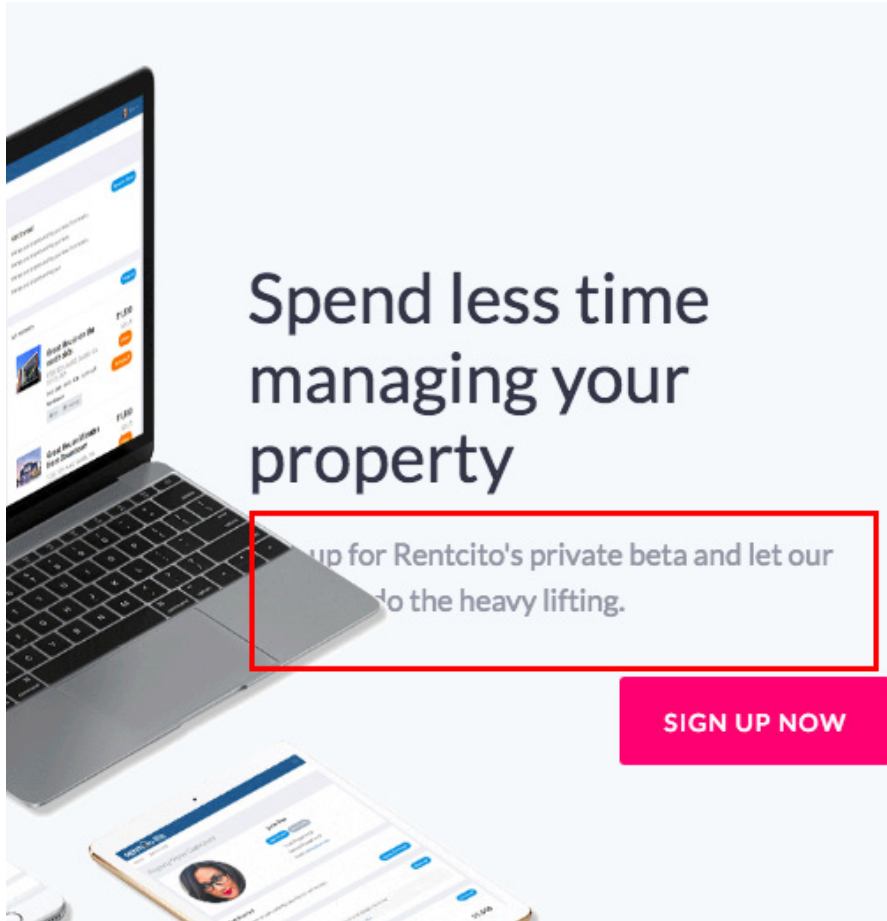
**Lower bounce rate.** Well-written content, inspiring photos and videos may entice users to want to learn more.

**Improved search engine results.** Providing more content offers an opportunity to include keywords, links, and other SEO tactics that may improve organic search listings.

**Increase in conversions.** Better content may inspire users to sign up or learn more about your service.
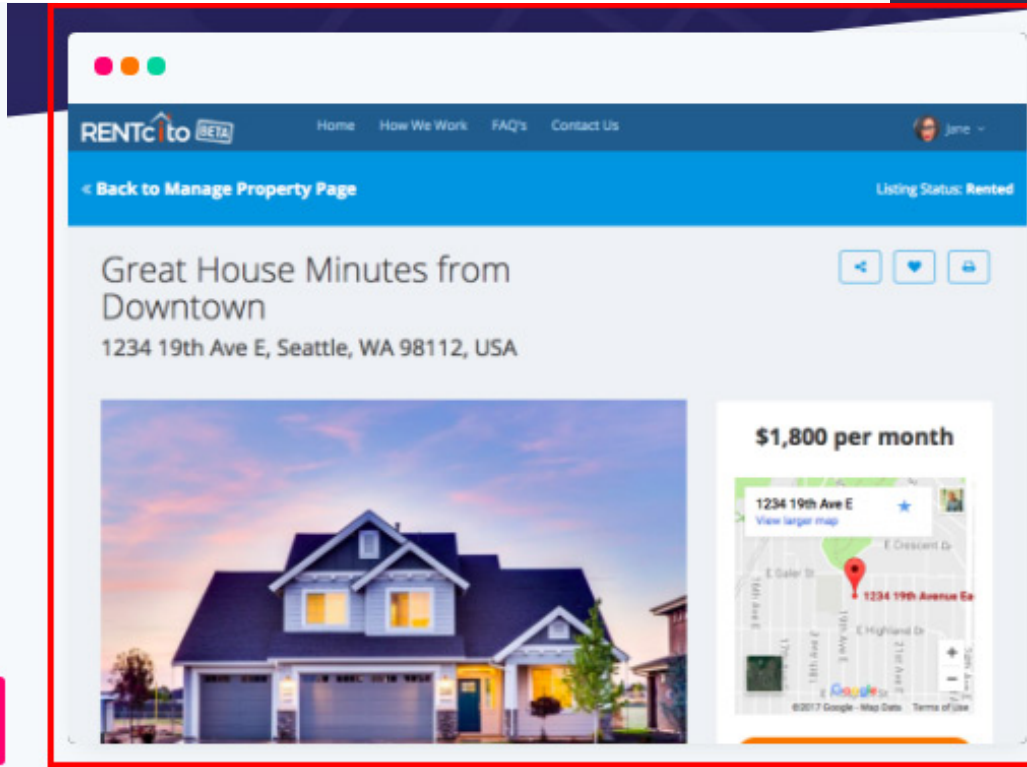
# Responsive/Mobile First Test

The site is responsive, but the content could be optimized for mobile devices. Some content gets cut off or blocked as it moves to adjust for screen size.



ONLINE TOOLS FOR LANDLORDS

# Recommendations

- Establish Tier 1, Tier 2, and Tier 3 content to ensure the most important content is displayed on mobile.

- Work with a developer to ensure the content on the page displays properly when adjusted for screen size.

- Test on various devices and screen sizes.

- Test on all browsers.
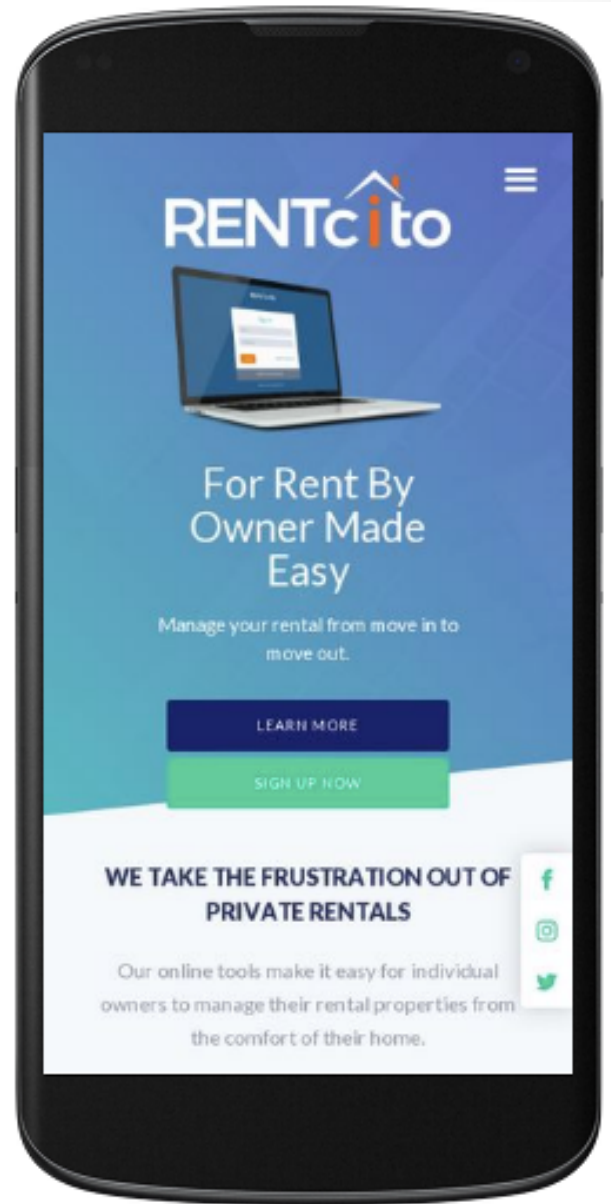
# Expected Outcomes and Benefits

**Improved mobile experience.** Ensuring the structure of the website is flexible to various screen sizes ensures users will experience the website as intended.

**Increased interactivity.** Research shows people not only enjoy reading on their mobile devices, they prefer it (*Your Content, Now Mobile*; McGrane, p.12).

**Preparing for the future.** Addressing mobile-first problems now will make it easier to make changes when the next device/screen size comes out.

**Accessibility.** Ensuring your website functions properly on mobile devices allows access to users who primarily use a mobile device to access the internet.

# Performance Audit Results
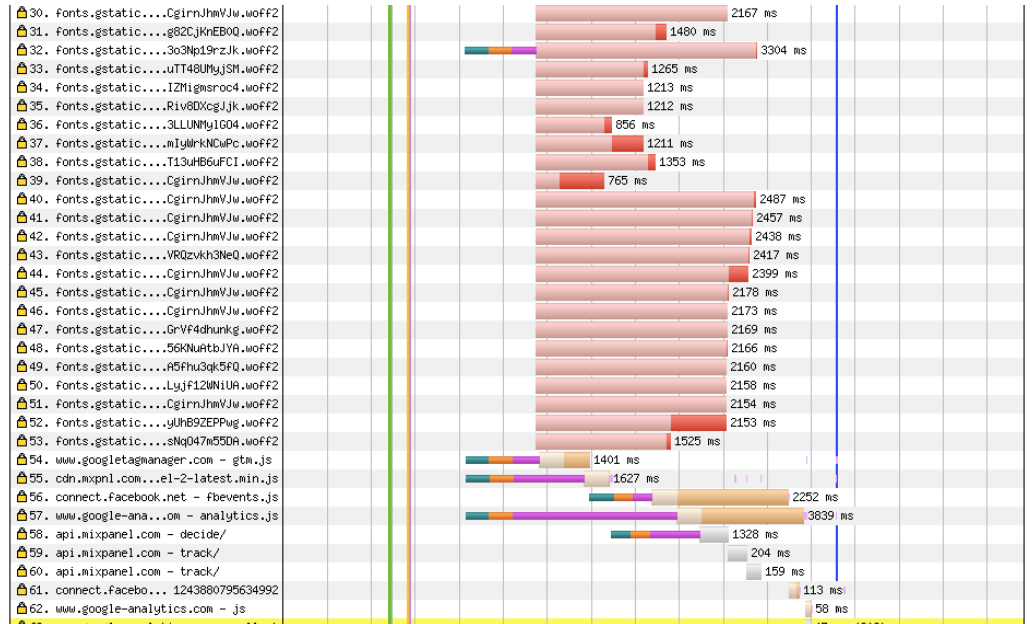
8.1 Seconds to Load

84 Requests to servers

May cost user $.23 to load on a mobile device which is considered high.

First byte time is slow, meaning the time it takes for the first bits of information to be received by your server to load the page.

Low optimization ranking for both mobile and desktop: 63/100 and 64/100 respectively.
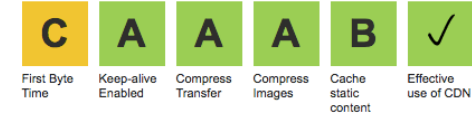
# Recommendations

1. Compress large images that are slowing down load times.

2. Remove the large sets of font files.

3. Remove or reorganize other unnecessary files.

4. Eliminate render blocking javascript and css files.

5. Leverage browser caching.

6. Minify css files.

# Expected Outcomes

**Increased conversions.** Expected load times for a website is about 2 seconds. According to a Hubspot article*, a 1 second delay can decrease conversions by up to 7%.

**Improved search engine results.** Improved speed means more page views.

**Reduced cost for your users.** For some users, data rates apply. A large, slow rendering website is costing them data.
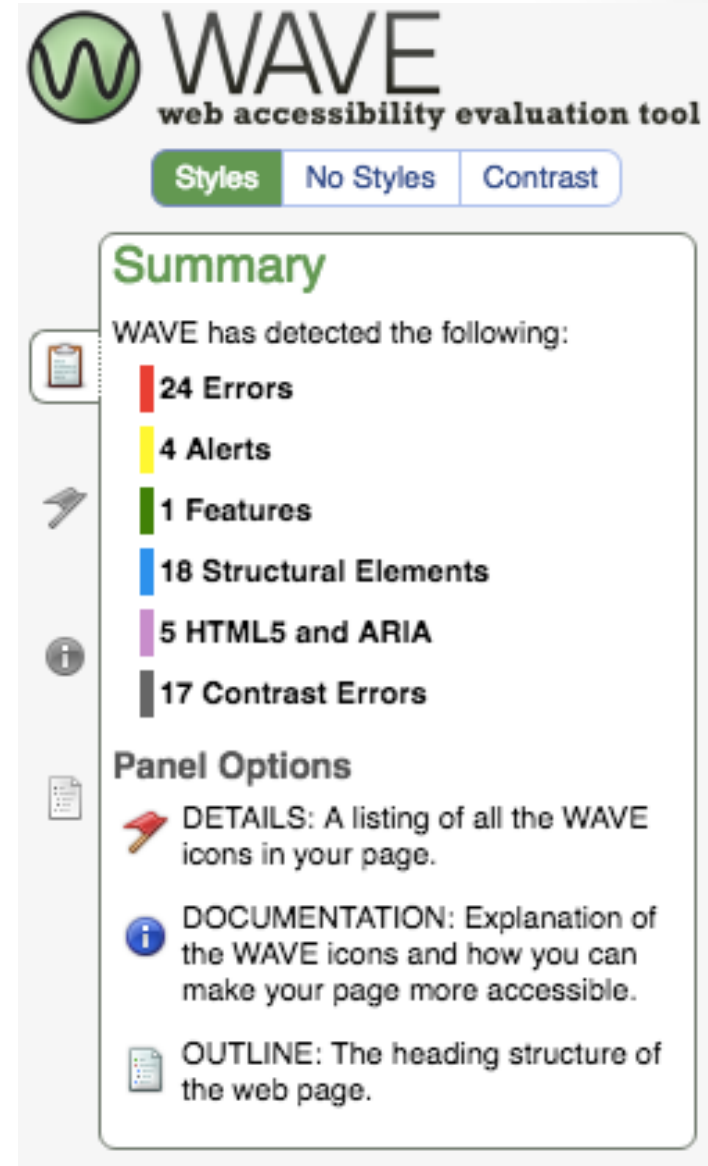
**A better user experience:** People will have a better impression of your product if it loads quickly on any device.

*Source: https://blog.hubspot.com/marketing/page-load-time-conversion-rates

# Accessibility Audit

1. The experience of the RENTcito website via screen reader is in need of much improvement.

2. The structure of the layout without styles or via screen reader is unorganized.

3. All images have no text equivalent.

4. Some links do not have a text equivalent.

5. Contrast of text in some areas of the website is poor.

6. Content is inconsistent. Some content is not visible to a screen reader, some areas of the page are not linked to navigation and some content becomes visible when styles is off.

# Recommendations

Add descriptive alt-text to images, graphics, and links.

Add metadata in the HTML head area to describe the website.

Ensure content is well-organized when styles are off.

Eliminate background images or images within the content management system that are only rendering without styles.

Avoid using light gray or faint typography.

Ensure colors have sufficient contrast.

# Expected Outcomes

**Meet WCAG 2.0 Compliance Standards.**  The product should meet Website Content Accessibility Guidelines to ensure equal and fair access to people with disabilities.

**Improved Search Engine Results.**  Search engines are placing more emphasis on accessibility and those products embracing WCAG standards are rewarded in improved page rank.

**Improved user experience for people with disabilities.**  Currently, almost 70% of websites are inaccessbile to people with some form of disability.  Rentcito can differeniate itself with inclusive and thoughtful design.

# Style Guide Audit

Fonts appear to be random.  Some fonts are sans-serif and others are not.

The leading and kerning on some titles on the page need improvement. Spacing is too tight.

Color choices seem random and colors with too little contrast appear on the page.

Tone is sales heavy using phrases like "sign up now", and "the tools you need", etc.

Colors and font from logo do not seem to be represented in other areas.

# Recommendations

Decide on a color palette of 3-6 colors for the website. Pull colors from logo and use a color palette that compliments logo color(s).

Use a color scheme picker such as Peletton* if needed.

Choose H1, H2, H3, and body copy font styles, font-color, and font-size.

Ensure typography is easy to read with appropriate tracking, leading, and kerning between letters, words, and lines.

Create your style guide and integrate into a brand standards document.

# Expected Outcomes

**Improved User Experience.** A beautifully designed website with consistency in use of color, tone, font, etc., will help users read, understand, take action and possibly share your content.

**Consistency Across Platforms and Mediums.** A style-guide ensures your brand looks and feels the same on the web or on printed materials.

**Improved Brand Messaging, Voice and Tone.** Creating a style guide will help to define the message architecture, ie, voice and tone will be established, messaging will feel consistent and the brand will define its characteristics.

# Mock A/B Test: Newsletter Sign-Up Form

Signals:

Only 10 newsletter sign ups currently.

Relatively new website.

Low numbers on Google Analytics, not many numbers.

Newseltter location is low on page, may not be seen.

Hypothesis:

If we place more newsletter sign up forms on the page, ad an incentive (like a free e-book on managing a property online), use bright colors for your sign up buttons and ad compelling copy for the module, then we can increase the number of sign ups to your newsletter which may result in more membership conversions.

Metrics:  Number of clicks, sign ups, conversions and sales.

Method:  Use an A/B test to see if placement and style of the module and an incentive will increase conversion rates.

# Mock Results

Moving the newsletter sign up form closer to the top of the page increased sign up rates by 84% and resulted in a 35% increase in sales.

People reported that an e-book offer increased their likelihood submitting their email as opposed to opt-in forms without an e-book offer.

# Next Steps

If testing placement, copy, button color and an e-book offer does not seem to work, we may need to look at changing other components of the page.

If we tested multiple sign up forms, we'll choose the the best form, copy, and placement and continue to drive traffic to the website.

# Mock Design Sprint

Mapping the Problem for RENTcito:  No sign ups for service.

Sketching Solutions:  Drive more traffic via ads; create more compelling backstory; offer an e-book or free month of service as incentive to sign up.

Definition:  By offering more of a backstory, better images, and an incentive for signing up such as a free month of service, we expect to see an increase in sign-ups.

Prototype:  create short story, add image and include offer.

Test: Introduce a focus group and gather feedback.

# Summary of Recommendations

These recommendations will address your initial challenges and provide a strategic roadmap for future projects.  A high performing, accessible website, complete with engaging content is a differentiating factor for your business. Improved content will bolster search engine rankings and drive more traffic to your website. An increase in traffic and improved user experience should yield more engagement, leads, email captures, and sign-ups. In addition, you'll learn more about your audience so as to accurately prospect on social media and continue to refine your product for maximum user satisfaction.