

4A'S WEBSITE STRATEGY

11.18.14



VML

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A dark, grayscale photograph of a city skyline, likely New York City, with a park in the foreground. The text "QUICK RECAP" is overlaid in the center in a white, sans-serif font. The image is dimly lit, with the buildings and trees appearing as dark shapes against a slightly lighter sky. The text is the primary focus, centered horizontally and vertically.

QUICK RECAP

INTERVIEWS WITH 12 INTERNAL STAKEHOLDERS AND OVER 250 EMPLOYEES OF MEMBER AGENCIES DEFINED HOW & WHERE THE 4A'S NEEDED TO EVOLVE

AUDIENCES

4A's stakeholders

Member agency
representatives

Survey respondents
(member agencies)

TOPIC AREAS

Perception of 4A's

Familiarity & Interaction with the 4A's

Website Experience

Content Experiences
(research, thought leadership,
webinars, conferences)

Competitive Resources

Expectations of 4A's



ADDITIONAL INPUTS

Aside from the interviews & web survey, VML also referenced several other 4A's documents & audits:

AUDITS

Content Audit

Analytics Audit

Technical (CMS) audit

OTHER

4A's Marketing strategy

Agency 2020 Industry Report

Taxonomy draft





01

INTRODUCTION

“

Are there enough agencies in their membership—or who would consider their membership—who realize the value that these guys bring?
I don't think there are.

”

“

I still think of it as a traditional, 'been around since the beginning of advertising' kind of organization...more rooted in the David Ogilvys than the Joshua Davises

”



We need to reimagine the 4A's website to match the advertising industry of today & tomorrow.

More specifically...



THE VISION

DEVELOP PERSONALLY & PROFESSIONALLY
RELEVANT RELATIONSHIPS...

...BY CREATING ENGAGING EXPERIENCES...

...FOR INDIVIDUALS AT EVERY LEVEL OF AN
AGENCY...

...ASSERTING THE VALUE OF THE 4A'S
AS A BUSINESS PARTNER.

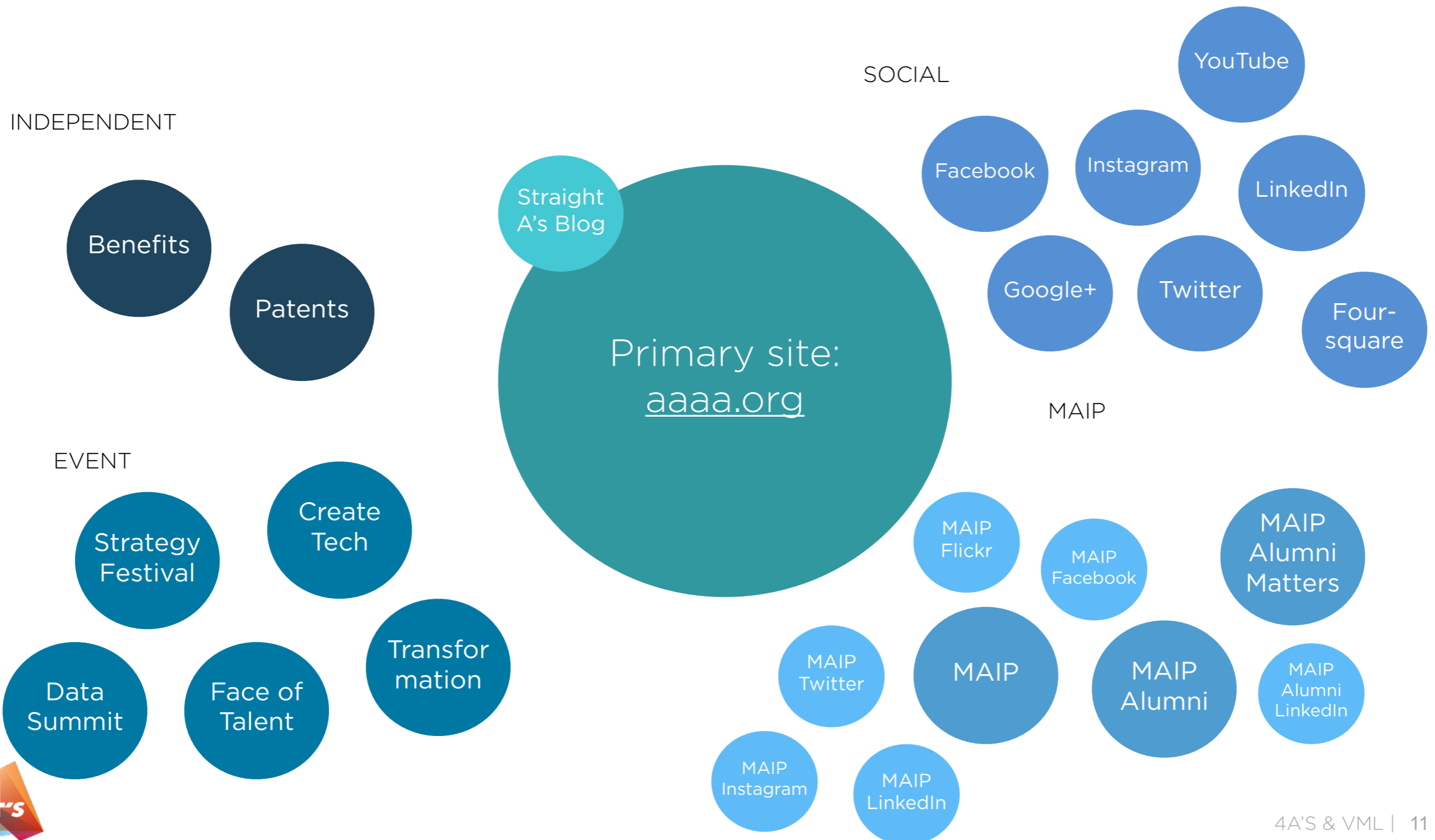




02

CURRENT STATE

4A'S ECOSYSTEM



WHERE ARE PEOPLE GOING TODAY?

The screenshot shows the 4A's website homepage. At the top, there is a navigation bar with links for Agency Search, Research, Bookstore, Contact Us, Offices, Press, Leadership, and a Log In button. A search bar is located to the right of the navigation. Below the navigation is a main banner for "humans+machines+environments" featuring a large graphic of a Pac-Man character and a plus sign, with the text "4A's CREATIVE TECHNOLOGIES CreateTech 2014 Nov 12-13 Boston, MA | MICROSOFT NERD CENTER" and a "REGISTER NOW" button. Below the banner is a social media bar with icons for About Us, Instagram, Google+, Facebook, LinkedIn, Twitter, and YouTube. The main content area is divided into three columns: "4A's Bulletins" (with an error message), "Upcoming Events" (listing the CreateTech 2014 conference), and "Special Highlights" (featuring an open letter and a webinar announcement).

- Exit
 - Over 60% of site visitors leave the site after arriving, according to Google Analytics
- “Research”
 - Management Matters
 - Research Matters
- Events
- Agency Search
- “Don’t Know”



ONLINE VISITORS FACE A DISCONNECTED COLLECTION OF SITES THAT OFFER VARYING LEVELS OF UTILITY & DEPTH.

USER EXPERIENCE

- Text heavy site is “overwhelming” for visitors
- Confusing navigation means visitors are lost
- Good content is buried and undiscoverable
- Some content is outdated
- Numerous non-integrated satellite sites means 4A’s experience is fractured and often ‘unbranded’

4A’s PROCESSES

- Legacy content creation & publishing process cannot keep up with the real-time nature of the industry
- Lack of editorial oversight creates internal dissonance
- Current CMS limits functionality and data capture



TO DATE, ONLY 8,452 EMPLOYEES ACROSS OVER 750 MEMBER AGENCIES HAVE SIGNED UP FOR A 4A'S ACCOUNT . THERE IS A MASSIVE UNTAPPED AUDIENCE WHO NEEDS TO BE ENGAGED.

The new website has to not only create a vastly improved experience for active users, but draw many more new members into the fold.



03

STRATEGIC PRIORITIES & VISION

BUSINESS & SITE GOALS

BUSINESS GOALS

- Make 4A's an indispensable resource for everyone in the advertising industry today
- Build relationships with all employees & member agencies — especially the next generation(s) of C-suite executives
- Improve membership retention
- Recruit new members

MARKETING GOALS

- Bridge the gap with creative and media agencies and further engage media side
- Engage Millennials
- Create compelling thought-leadership content and increase exposure
- Improve Transformation (and other events)

SITE GOALS

- **Grow the active user base**
- **Create engaging, personalized 4A's experiences**
- **Engage millennials**
- **Support dynamic content creation**
- **Strengthen 4A's position as an industry thought leader**





1. GROW THE ACTIVE
USER BASE

GROW THE ACTIVE USER BASE

WHAT DOES IT MEAN?

The best way for members to understand the value of the 4A's is to use the services and consume 4A's content on a regular basis.

Once users set up an account the 4A's can begin to serve and push out content that is tailored to their needs and interests.



GROW THE ACTIVE USER BASE:

LEARNINGS

- **There is a large number of people in the advertising industry who don't visit the 4A's website**

“It would be great if they came to the website, they came to us, so we don't have to pile promotions on them all day long [via email].” -*Alison Fahey, CMO 4A's*

- **There are only around 8,500 users who have created a 4A's account online**

- **We need to overcome the perception that the 4A's is only for a subset of the industry**

“I knew of [4A's] from my time at VML but it wasn't something that I as a Creative Director knew how to take advantage of necessarily. So I perceived it as an advertising CEO type organization – more of a Sam Meers-Jon Cook networking organization” -*David Atlis, ECD, Meers*



HOW DO WE GET THERE?

TACTICS

- Make account creation a primary call to action throughout the site
- Make 'gated' content more compelling
- Encourage signing up or signing in at points of entry for content
- Improve tracking at an individual level (using custom analytics)
- Create on-boarding content to be distributed via the site & member agencies offline
 - Develop a strategy to make the 4A's part of the employee on-boarding process

RATIONALE

- Encourage sign ups & sign ins
- Understand usage patterns to derive insights & inform further site updates
- Make it easy for member agencies to inform their employees about the 4A's





2. CREATE ENGAGING,
PERSONALIZED EXPERIENCES

CREATE ENGAGING, PERSONALIZED EXPERIENCES

WHAT DOES IT MEAN?

In order to truly be our members' partners in business we need to offer them valuable experiences that help them at a personal level.

From a site perspective, this involves understanding every individual user's role, needs, and areas of interest, and constantly improving what content they see.



CREATE ENGAGING, PERSONALIZED EXPERIENCES

LEARNINGS

- **Users are naturally inclined towards content that relates to their role**
 - Web survey showed preferences varied most by agency role
 - “Pushing out more content for an individual, instead of just general content – that would be beneficial” -*Aubrey Ammon, Channel Manager, Meers*
- **Users are more amenable to receiving content they have selected for themselves**
 - “I love the idea of being able to subscribe to a type of content. Every time a piece of content is meta-tagged with ‘advertising agency’, ‘talent’, ‘retention’ – I want to be notified.”
-*David Atlis, ECD, Meers*



HOW DO WE GET THERE?

TACTICS

- Create an intuitive but comprehensive way to manage content preferences
- Tag all content against interest, agency type, individual roles, and region
- Track off-site behavior to improve tailored content on-site
- Push out role & interest based content in snackable formats

RATIONALE

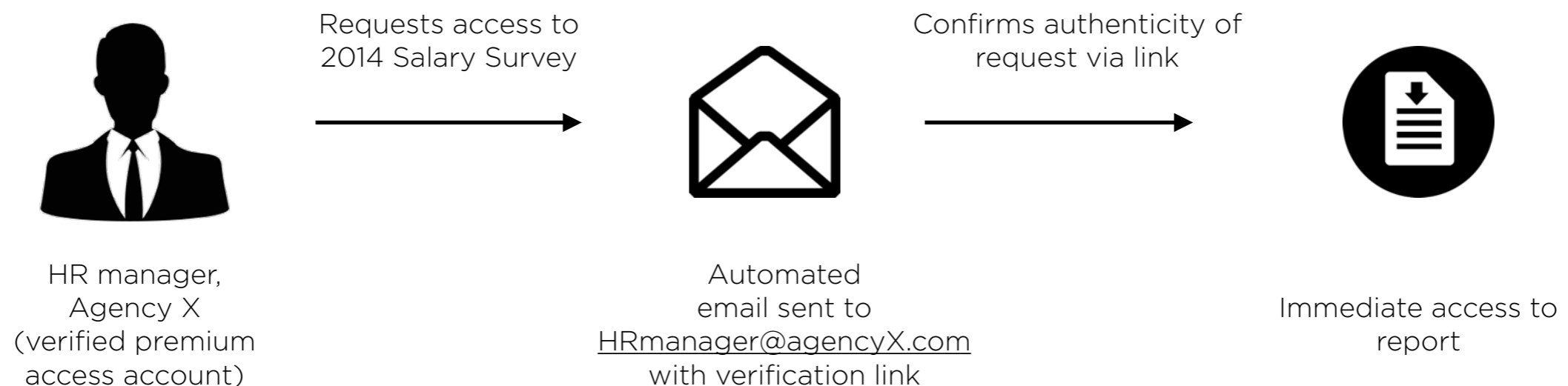
- Make it easy for users to select to content they want to see
- Serve only the newest and most relevant content
- Combine off-site behavior with in-site to create a highly customized experience & keep improving
- Users don't have to be in-site to consumer & engage with 4A's content



RELATIONSHIP OWNERS & MANAGERS

A personalized experience also needs to extend to those executives and senior decision makers who manage a member agency's relationship with the 4A's.

These individuals, should have secure but easy access to permission-based content like salary surveys when they need it.



A dark, grayscale photograph of a city skyline, likely New York City, with a park in the foreground. The text "3. ENGAGE MILLENNIALS" is overlaid in white, centered horizontally. The image is dimly lit, with the buildings and trees appearing as dark shapes against a slightly lighter sky.

3. ENGAGE MILLENNIALS

ENGAGE MILLENNIALS

WHAT DOES IT MEAN?

Millennials, who are now between the ages of 20 and 37, make up a large portion of the advertising industry's work force, and are beginning to take up executive positions.

Unlike their predecessors who had a relationship with the 4A's, millennials are largely 'uninitiated'.

We need to engage them as they progress in their careers and graduate to the C-suite.



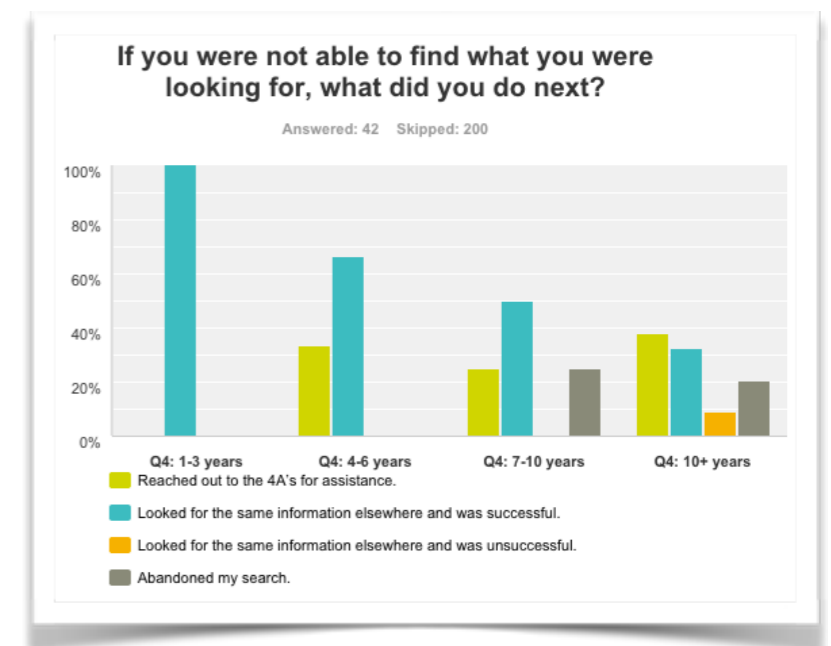
ENGAGE MILLENNIALS

LEARNINGS

- **100% of the youngest respondents said they are able to find information elsewhere if not with the 4A's. The 4A's could easily 'lose' them if we cannot give them the information they need, quickly**
- **Younger members don't want to have to pick up the phone or talk to the 4A's**

“They'll take the short answer because people don't want the phone anymore.” -*Tom Finneran, 4A's*

- **Younger respondents expressed enthusiasm for core site functionality on an app**
 - 37% said they would like to 'manage my 4A's profile' ; 47% 'purchasing tickets for events & conferences' ; 79% view 'industry news & headlines'



HOW DO WE GET THERE?

TACTICS

- Automate permissions, the process of requesting custom research or agency management help
- Make content discoverable both within the site and through Search
- Make all site content shareable
- Integrate high-quality content from social platforms into the site
- Create an app that functions as the primary touchpoint with the 4A's

RATIONALE

- Enable them to access as much as possible without having to reach out for help
- Give millennial users as little reason as possible to find the information they need elsewhere
- Encourage sharing of 4A's content
- Increase visibility of other 4A's content off-site
- Make 4A's even easier to access & engage with on a regular basis



MANUAL VS. AUTOMATED

Automating as many 4A's processes as possible improves not just the user experience, but will help in freeing them from having to deal with repetitive and relatively simple requests.

At the same time, VML realizes that some services such as Agency Management are still better suited to personal interactions. With this in mind, we can implement a live chat option where 4A's staff can communicate with users who need additional support.

Considerations:

- The live chat option should function as an escalation path. If a 4A's staff member determines the request requires a phone call or meeting, he or she can escalate it and ask the user to get in touch.
- Older members who prefer speaking to the 4A's directly are likely to already know 4A's staff and will reach out directly.
- We recommend creating a web-based form for AMS and Research staff to fill in when they receive offline requests. These forms can then be logged against a particular agency, so that offline activity can also be tracked from a membership perspective.





4. SUPPORT DYNAMIC
CONTENT CREATION

SUPPORT DYNAMIC CONTENT CREATION

WHAT DOES IT MEAN?

The 4A's site content is both its biggest asset and its biggest variable, as much of it is either dated or in an unapproachable format.

While ultimately the process of content sourcing, creation and publication will be handled internally, the site must facilitate this process by giving the 4A's the ability to easily & efficiently upload, take down, and correctly tag all content.



SUPPORT DYNAMIC CONTENT CREATION

LEARNINGS

- **Content is not updated on the current site as often as it should and can feel outdated**

“A lot of it was dated. I feel like a white paper from 5 years ago is already outdated. ...To find the research I needed wasn't the easiest process.” -*Brandon Cook, Global Business Dev., McGarry Bowen*

- **4A's needs a more efficient way to monitor & maintain content**

“I think sometimes we say, ‘ok, done,’ and then we forget about it for six years. And it still says 2008 on it” -*Nancy Hill, CEO, 4A's*

- **In-depth articles & research exist as dense, stand-alone pieces that are neither findable nor approachable**

“There are some good benchmark studies, some good white papers—but you know, they're 52 pages and they don't need to be, and they're not scalable, shareable, findable”
-*Alison Fahey, CMO, 4A's*



HOW DO WE GET THERE?

TACTICS

- Create CMS templates modeled on the final taxonomy for 4A's publishers to tag content
- Automatically prioritize by date (with manual override)
- Systematically "repurpose" content for different formats
- Integrate email streams (eg. Smart Brief, Promotions, Events)

RATIONALE

- Make publishing & governance more efficient
- Ensure visitors see freshest content
- Split up heavy content pieces into multiple, snackable bites for site & social channels
- Streamline content that is pushed out for improved user experience





5. STRENGTHEN 4A'S POSITION AS
AN INDUSTRY THOUGHT LEADER

STRENGTHEN 4A'S POSITION AS AN INDUSTRY THOUGHT LEADER

WHAT DOES IT MEAN?

As the 4A's position itself as an incomparable partner in business, it also needs to establish itself as a knowledge expert.

This depends both on the quality and quantity of content that is filtered through the 4A's, but also its discoverability & approachability.



STRENGTHEN 4A'S POSITION AS AN INDUSTRY THOUGHT LEADER

LEARNINGS

- **Content needs to be searchable and discoverable**

“The search system is poor for finding the research. It is a cumbersome user experience and I have little understanding of how much content you actually offer. And it feels poorly organized.” -*Anonymous*

- **Working with thought leaders within the industry will give the 4A's more status and credibility than working with public speaking professionals**

“I'll be honest with you, I didn't find the webinars helpful, because the people who were presenting felt like professionals – professional speakers. And it wasn't someone that had a lot of experience... in the industry. Then it becomes a little preachy.” -*Tai Kuo, BSSP*

- **Users are not brand loyal when it comes to content, which gives the 4A's an advantage when it comes to rebuilding its image**

“I don't pay attention to where the information's coming from – if I see something I want to follow up on then I dig into it a little bit more.” -*Kristi Veitch, VML*



HOW DO WE GET THERE?

TACTICS

- Make content discoverable
 - SEO best practices
 - User-centric tagging within taxonomy
- Curate from a wider spectrum of publications & sources
- Feature regular, curated UGC from individual members
- Develop co-created and native content for third party sites
- Create an app with easy access to 4A's content

RATIONALE

- Increase visibility of 4A's content
- Make 4A's content intuitive to find
- Become a thought leader by identifying and curating other experts
- Work with publishing sites to tap into wider audiences
- Push out strong content on a regular basis



04

RETHINKING THE ECOSYSTEM

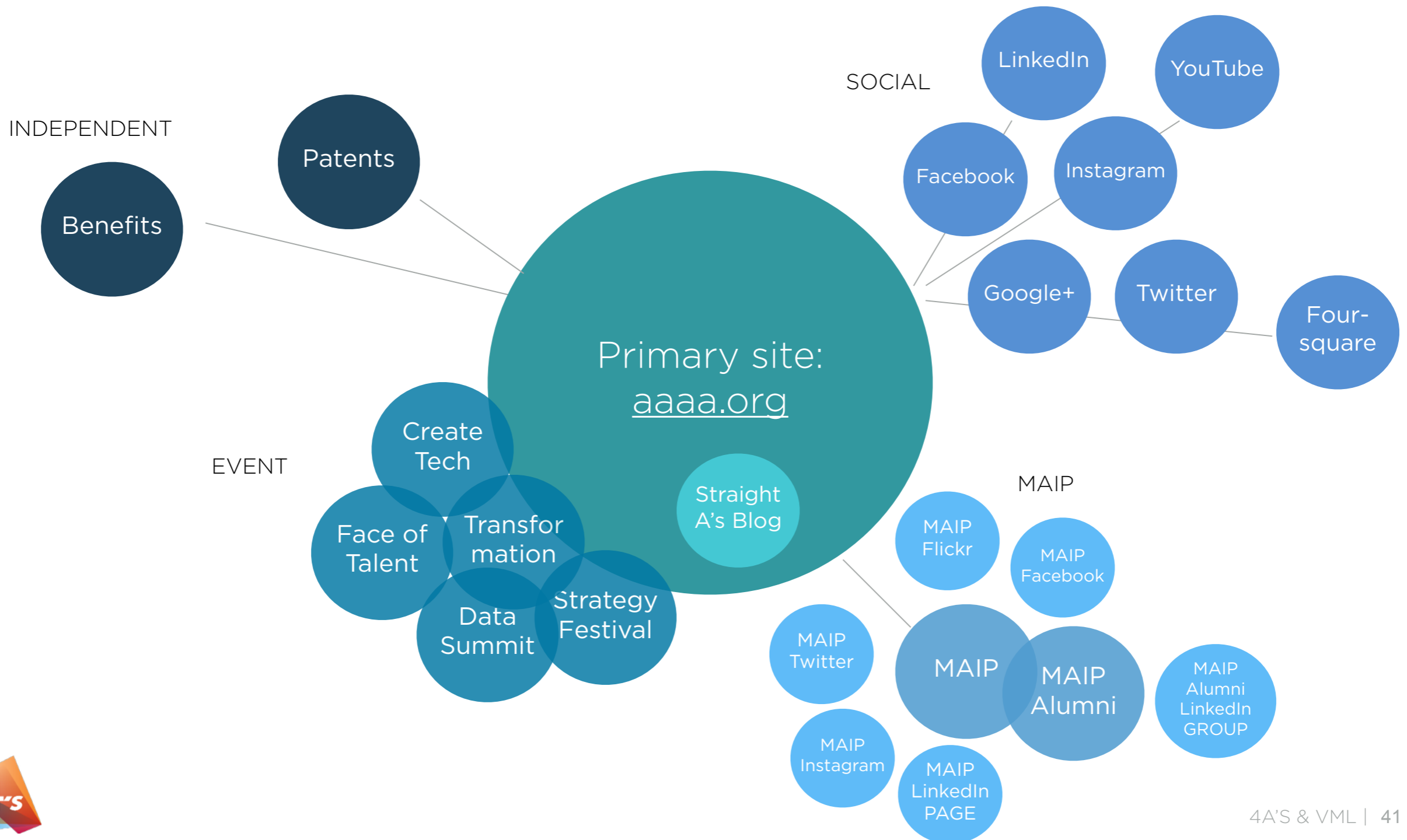
A CONNECTED ECOSYSTEM

Knowing that there are reasons behind the ecosystem's fragmented state there are some considerations that should be top of mind when considering a strong user experience:

- There is a need for consistent branding across all 4A's properties
- We should look to integrate pushed content from MAIP, events, etc. with core 4A's content
- Can we aspire to a seamless logged-in state across sites?
- What level of personalization can we implement across sites?



A CONNECTED ECOSYSTEM



AN OMNICHANNEL EXPERIENCE

As 4A's develops its content strategy, it should begin to think not just about a multi-channel experience, but an omnichannel one. This means going beyond talking to members at different touchpoints, and beginning to focus on consistent and seamless messaging.

- Consistent branding across all 4A's properties
- Seamless profile management and updates across websites (and app)
- Track users as they engage with the 4A's across channels & mediums
 - Use platforms like CrowdTwist to get multichannel loyalty and deeper, opt-in analytics



CRM

Like the 4A's owned sites & platforms, CRM emails are fragmented in their delivery and feel duplicitous, even though they come from different arms of the organization.

Ideally, 4A's communications would:

- Be limited to 1-2 emails per day for any given individual
- Integrate content from *all* 4A's teams, with the exclusion of Benefits & Patents
- Reflect an individual member's site preferences & interests
- Auto-populate based on an algorithm that sorts content from all 4A's teams against an individual's preferences



SOCIAL

Since the 4A's is a relatively frequent publisher of original and 3rd party content, VML recommends that a separate Social strategy be created. However, with regards to its interaction with the site, 4A's should consider the following:

- Versioning new site content for social platforms before publication (Multiplication)
- Curating thought leaders and their content, in parallel to the website
- Regularly interacting with thought leaders and industry big wigs to leverage their personal networks
- Interact with members and proactively suggest 4A's content - redirecting to the site- wherever appropriate





05

MOBILE & APP STRATEGY

STRONG DESIRE FOR MOBILE

What we learned from our 4A's and member agency stakeholder interviews is that there is a great desire for mobile access to 4A's content.

32% of young members likely to use an app *

22% of traffic to websites comes from smartphones and tablets (close to doubled in a year)**

*User survey late 2014

**Google analytics Oct 2013 - Oct 2014

MOBILE WORK STREAMS

4A's can take advantage of users shifting to mobile by focusing on these three areas, starting with content

CONTENT FOUNDATION

Technology and publishing foundation to support multiple screens, including mobile

RESPONSIVE WEBSITE

A website built to support touch and smaller screens

NATIVE APPS

Native app (or apps) that drive repeat engagement

POWERING MOBILE WEBSITE & APPS

A critical part of success for 4A's in mobile will be ensuring a strong content foundation. We need to ensure this is in place to power the “front-end” of mobile web and apps.

1. Strong Content: The cornerstone for our entire site redesign will be more relevant and improved quality content. Also, as we assess the mobile app opportunity, it is critical we review our content and content creation process to ensure it can drive repeat engagement within an app.
2. Technology foundation: Ensuring our technology stack can power websites, apps, push messaging and future platforms is critical.

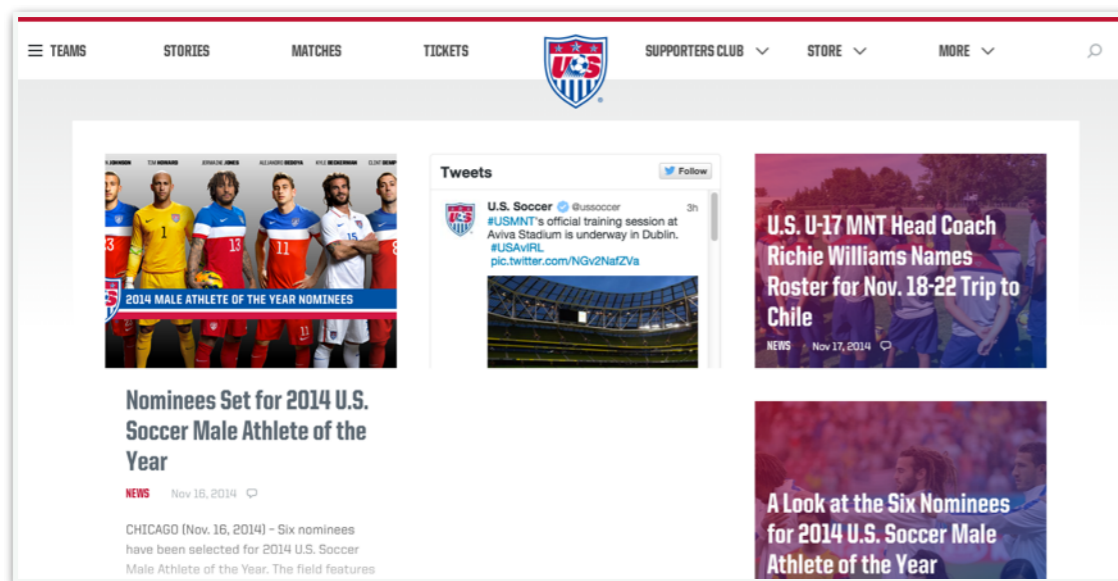
A grayscale photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a park with many trees in the foreground. The text "MOBILE WEB" is overlaid in the center in a white, sans-serif font.

MOBILE WEB

OVERVIEW

Given the current traffic data from the website and customers behavior we believe it is mission critical that the new 4As.org is mobile friendly. We believe the website should be built using a mobile first approach and be responsive.

RESPONSIVE



Desktop



Tablet



Mobile

MOBILE FIRST

Mobile-First is an approach, not a platform hierarchy

Using mobility principles to focus projects is not the same as choosing smart phones as the flagship platform.

The customer is the center

Use metrics, data, and insights to prioritize the customer needs and goals to craft intimate, engaging experiences.

HOW WE GET THERE

1. Use a mobile first approach for the redesign
2. Implement the site using responsive techniques
3. Ensure we pay attention to how mobile web and native app can complement each other

A grayscale photograph of a city skyline, likely New York City, featuring a dense cluster of skyscrapers. In the foreground, a large, leafy park area is visible, possibly Central Park. The text "NATIVE APPS" is overlaid in the center of the image in a white, sans-serif font.

NATIVE APPS

NATIVE APPS

There is a strong case for building a native app (or apps) for the 4As. We believe that a mobile app can drive greater engagement amongst all users especially with millennial users.

THE PROMISE OF NATIVE APPS

Take advantage of shifting behavior

- Mobile is where a significant amount of time is spent today and this is growing
- Heavy usage amongst our target millennials demographic

Align to goals

- We can drive more engagement through push messaging
- Aid in making millennials aware of the 4As

Unique

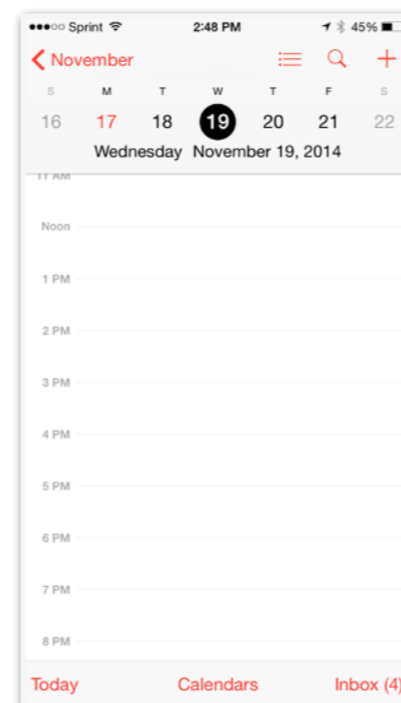
- Preload on company devices and integrate into on boarding process
- Platform to connect users to events when they are out and about

WHAT WOULD THE APP DO?

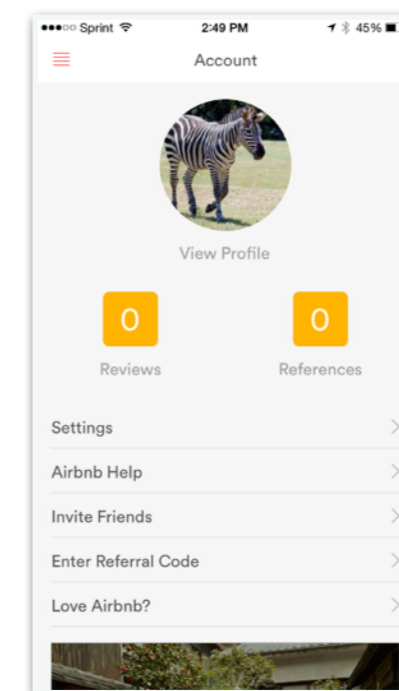
Alpha



Provide personalized news



Display and allow sign members to sign up for relevant events



Provide user profile management features

ITERATIVE APPROACH

“

Release early. Release often. And listen
to your customers.

”

-Eric S. Raymond

APP CHALLENGES AND MITIGATION

CHALLENGE

Cost

- Mobile apps can be expensive to create and maintain

Hard to gain users

- Discovery in the app store is challenging

Most apps are only used once

- Many apps are only used once and most users only use a limited amount of apps on a regular basis. It is a challenge to break into this “inner circle” of often used apps

MITIGATION

Cost

- By taking an iterative approach we can avoid large costs while gaining insights quickly

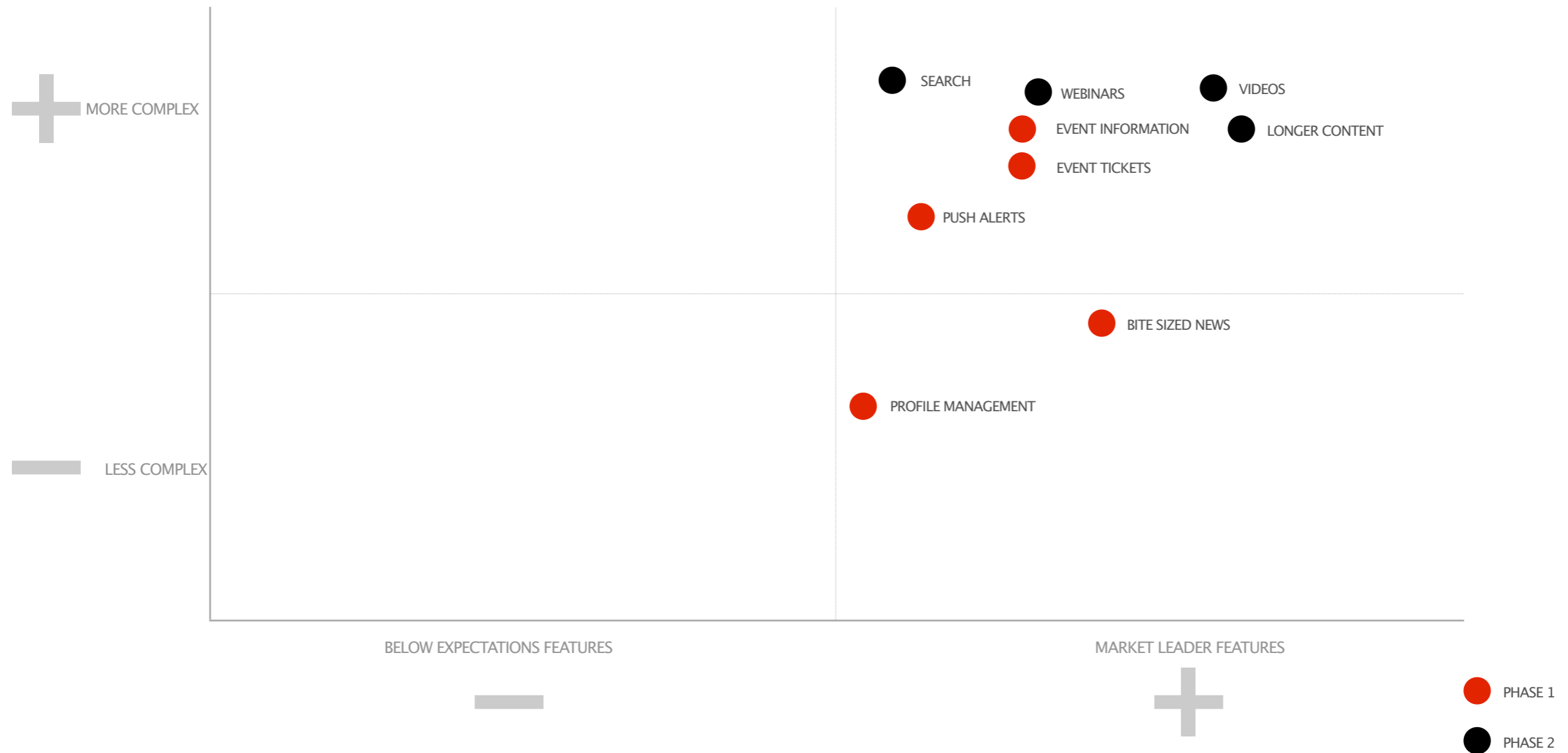
Hard to gain users

- By launching with a set of partner agencies these partners will help us gain a set of alpha users

Most apps are only used once

- Providing relevant, personalized content and leveraging push messaging will drive repeat usage

DRAFT FEATURE MAP



HOW WE GET THERE

1. Build an iOS only alpha version within rapid timeline
2. Launch in NYC with small set of agencies
3. Measure and test response, with a capped set of iterations
4. Review results to determine further investment
5. Align to content calendar and overall plan to prioritize content available in app



06

LEVERAGING ANALYTICS

UNDERSTANDING ROLES & OBJECTIVES

Ensure 4A's website is delivering an exceptional website experience to all types of consumers

MEMBER & AGENCY WEBSITE GOALS

- Ensure executives and relationship managers stay informed of new operational research, best practices and thought leadership by discipline
- Encourage inactive employee's to leverage 4A's tools and services
- Ensure active members are utilizing 4A's information, events, industry trends, and can find what they're looking for via their personalized experience

NON MEMBER WEBSITE GOALS

- Inform decision makers on what 4A's does and their impact to the business
- Allow uninitiated 4A's member to understand what 4A's does and its status as an industry leader



WHAT SHOULD WE MEASURE

Measurement Model should consist of 3 core elements

SURVEY

Consumer Satisfaction

Consumer Loyalty

Voice of Customer

BEHAVIORS

Website KPIs

Key Metrics Diagnostics

OUTCOMES

Conversions

New Profiles/Accounts

Problem Resolution



WHAT WE WILL LEARN

Analyzing consumer surveys and website behaviors will help drive content changes

SURVEY

Who's visiting to the Site

Why they are visiting

How they feel about their experience

BEHAVIORS

Content Consumption

Content Engagement

Content Types

OUTCOMES

Conversion Rates %

Membership Conversion

Membership Retention



WEBSITE KPIS BY MEMBER TYPE

Member & Agency Website Goals

Executives & Relationship Mgrs.

- Visits to the Research Section
- Visits to Best Practices
- Visits to Thought Leadership
- Contacting AMS access gated content

Inactive Employees

- Create Membership Profile
- Use of Tools & Services
- Visits to the Research Section

Active Members

- Visits to the Research pages
- Visits to Trends pages
- Visits to Thought Leadership
- Visits to Webinars & Events

Non Member & Agency Website Goals

Decision Makers

- Visits to the Contact Us
- Contact Form Opt In
- Contact AMS & Research Teams Center
- Visits to Membership Information

Previously Employed 4A's Member

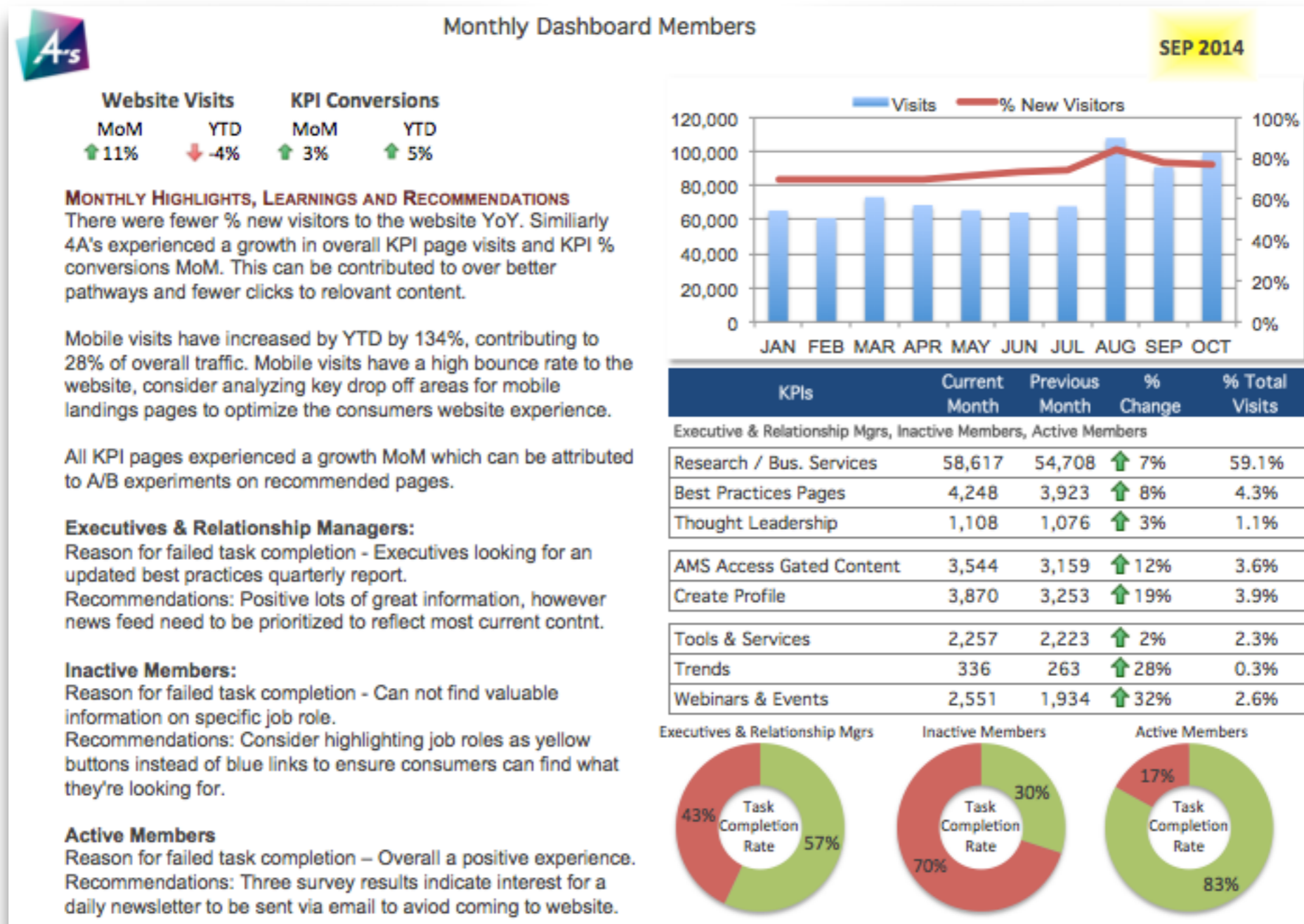
- Visits to the Membership services
- Visits to Membership Information

Employed at Non-Member Agency

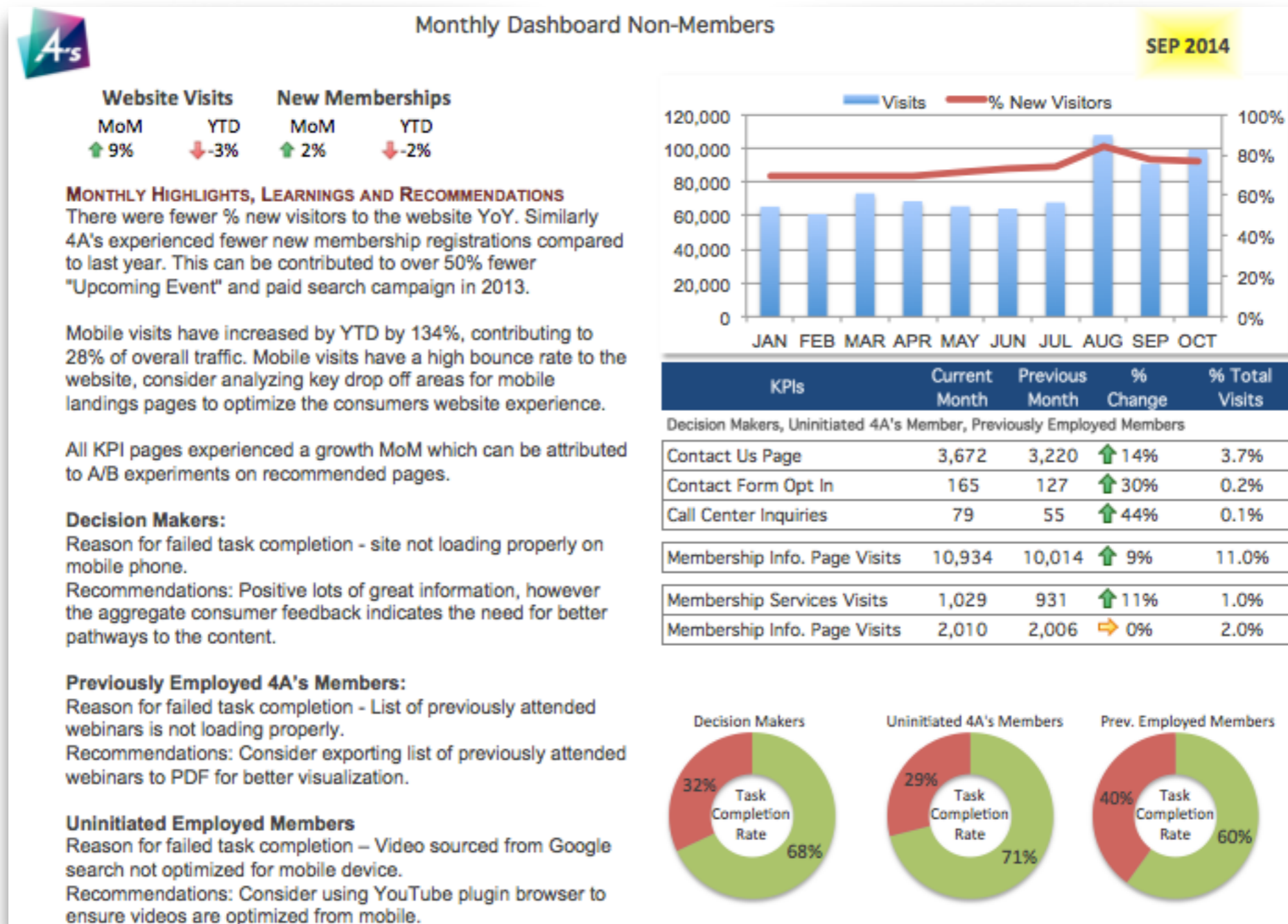
- Visits to Membership Info.
- Downloads to White papers



EXAMPLE DASHBOARD - MEMBERS



EXAMPLE DASHBOARD - NON MEMBERS



HOW WE GET THERE

1. Deploy Website Survey to better understand consumer experience
2. Ensure all URLs are cleaned and well organized for page categorizations
3. Custom Variable Tag where needed to add additional layers of segmentation
4. Create Agency IP Filters or utilize external tracking tool to analyze specific agency usage
5. Create Google Analytics custom account “Views” for deep dive segmentation analysis
6. Power automated monthly dashboards through the use of Google APIs



BEYOND GOOGLE ANALYTICS

QUANTIFYING AGENCY UTILIZATION

We believe that in order for the 4A's to be truly proactive in its member support, there should be a concise way of quantifying and visualizing an individual agency's usage.

VML will work with the the 4A's and its partners to define a way to aggregate individual user data to create a full pictures of how and how *often* an agency is using the 4A's resources.

Consideration: Do we reserve this level of insight for the Membership team, or do we offer limited views to relationship managers?





07

SEO

4A'S AUTHORITY

Domains	Domain Authority*	Page Authority*	Linking Root Domains	Social Shares
Aaaa.org	72	76	1046	647
Straightas.aaaa.org	72	36	2	23
Maip.aaaa.org	72	41	8	44
Maipalumni.org	21	31	8	6
Maipalumnimatters.aaaa.org	72	39	2	120

Because many pages target the same keywords, search engines use the authority of a site as the tie breaker to determine rankings. The primary factors that determine a site's authority are the number of quality, inbound links and the number of social shares.









All subdomains of aaaa.org leverage the authority of the main domain, but the page authority, links and social shares are specific to each subdomain. Besides the aaaa.org, the sites have very few links and social shares.



*Domain Authority is on a logarithmic scale of 1 to 100

CONTENT

- The largest area for improvement is with the on-page factors. The site has many pages with missing or duplicate on-page elements and existing elements are not well optimized.
- While content is largely indexable and high quality, there are duplicate content issues present and some pages are lacking sufficient content.

	aaaa.org
On-Page Factors	Page Titles 
	Meta Descriptions 
	H1 Tags 
	Alt Image Tags 
Content Quality	Sufficient Content 
	Duplicate Content Issues 
	Crawl-able Content 
	In-depth Content 













TECHNICAL ELEMENTS

- A site with a solid foundation of technical elements make it easier for users to navigate the site and for search engines to crawl and index pages.
- While some technical fundamentals are met, the site is still lacking a consistent URL structure, proper redirects and broken page handling, and sitemaps.

Navigation

Technical Foundation

	aaaa.org
Text Links	
Breadcrumbs	
URL Structure	
Canonicalization	
Robots.txt File	
XML and HTML Site Map	
Custom 404 Page	
Limit 404 Pages	
Proper Use of 302 Pages	
Social Sharing Icons	



KEY TAKEAWAYS

Content

- There are 333 pages on the site with duplicate content and 4 pages with a low word count (under 250 words). During the redesign these duplicate and low quality pages should be consolidated or new content should be added to maximize the impact of these pages.

Technical Optimizations

- Aaaa.org could use improvement on many technical elements across the site. The SEO team should be involved throughout the redesign process to ensure technical fundamentals are met and a search friendly site is built.

Authority

- 301 redirecting the 404 errors and 302 redirects on the site will help consolidate the authority of these broken or improperly redirected pages and of these pages to live pages on the site.
- During the redesign, 301 redirects must be used for each old page to a comparable page on the new site. This will help transfer the existing authority to the new site and mitigate any loss in rankings over the long run.
- Once the new site is live, VML recommends increasing the authority of the new site through earning high quality in-bound links and social shares to key pages on the site.





08

ROADMAP

WHAT'S ACHIEVABLE?

LIGHT

- Overhauled UX
- New look & feel
- New CMP platforms
- Support for daily/frequent content publication
- Best in class search functionality
- Optimized for mobile
- GA Analytics

MEDIUM

+

- Personalization by role for logged-in users
- Companion app
- Synced personalization across site & app
- External Analytics suite for individual user tracking
- Customized analytics dashboard

HEAVY

+

- More sophisticated analytics that quantifies utilization at agency level
- Integration of offsite behavior into personalization



NEXT STEPS

- Revise Site Strategy based on feedback: 11/25
 - Features & Functionality prioritization: 11/25
 - Determine what is achievable (Light/Medium/Heavy): 12/5
 - Final Strategy & FFM: 12/11
-

- **Phase II** : User Experience



A grayscale photograph of a city skyline, likely New York City, featuring a dense cluster of skyscrapers. In the foreground, a large, leafy park area is visible, with a prominent building featuring a series of arches. The text "THANK YOU" is overlaid in the center of the image in a white, sans-serif font.

THANK YOU

4A'S CONTENT STRATEGY

11.18.14



VML



01

STRATEGIC VISION

CONTENT STRATEGY KEY INPUTS

- Web Strategy & Web Strategy inputs (stakeholder interviews, research results, etc.)
- 4A's Marketing Plan 2014-2015 including core topics in Branding Strategy & Content Strategy sections
- 4As Content Audit Highlights & Recommendations Presentation
- In-person discussions, including Taxonomy work-in-progress review
- Analysis of current state content ecosystem



TOP RECOMMENDATIONS

Type of content:

1. Pivot to User-Centric POV (roles-based) rather than business-centric
2. Plan content that can serve as daily vital resource to individual members
3. Build content to deliver 4A's thought leadership via emphasis on trends & insights

Access to content:

4. Perforate the firewall to share more content pre-login & entice non-active members & potential members
5. Use "mobile-first" responsive design to deliver content where & how users want it

Ease of digesting content:

6. Drive engagement with snackable content & useful tools

Content Development Methodology:

7. Foster new approach to content creation as a "digital content publisher"

Type of Content



Access to Content



Ease of Digesting



Methodology



FRAMEWORK OF TOPICS

To achieve these recommendations, we need to break down myriad content-related topics & issues, and place them within a manageable framework.

We'll review these content topics from 2 perspectives:

- 1) Customer-facing -- implications for user-centric content
- 2) Organizational perspective -- implications for 4A's as content creators & managers





CONTENT TOPICS

CUSTOMER-FACING

CUSTOMER-FACING : USER-CENTRIC CONTENT

We deliver on user-centric content by understanding needs, wants & interests. Toward this end, 4A's web redesign will require implementing new content standards:

Format:

- Snackable, digestible content that can be instantly consumed
- Video & other preferred formats for consumption
- Mobile-friendly content

Relevance:

- Timely content relevant to events & trends
- Topics with wide range for end-users with multi-varied interests

Thought Leadership:

- Leading-edge & forward-looking

Engagement:

- Two way conversations (via social & blogs) integrated more robustly



CUSTOMER-FACING: NEW BRAND POSITIONING

“We’re your partner for business.” This new positioning is informing 4A’s marketing, PR/promotion and content strategies.

Implications for web content are:

- Articulate 4A’s membership value proposition explicitly for potential and current members...
- Need to illustrate value “in situ” throughout site experience by delivering the goods online, not just offline
- Deliver content to help people develop & excel in their individual careers (non-C-suite members & C-suite; new-to-industry & veterans)
- Curate thought leadership & trends content within a framework that adds value, for example, foster themed content relevant to user roles & industry specialties
- Partners speak to each other...So invite conversations between Individual Members and with 4A’s, not just 1-way push messaging



CUSTOMER-FACING: MEMBERS, NON-MEMBERS & FIREWALL

Content Accessibility vis-a-vis the Firewall/Login.

In order to perforate the firewall, content needs to be repurposed into short-form “samples” to allure non-members and incentivize members it’s worth a login.

Sample tactics:

- Research papers: provide provocative short (1 para) insights
- Surveys: share one stunning result
- Webinars: edit new :15 to :30 cuts
- Events: show 1 slide from a presentation
- New co-created content with FastCompany and others; spotlight this content with excerpts

*For Non-Members, Prospects, Unregistered & Members who are not sure if it's worth login:
Give them all small samples of great content to
drive conversion & engagement*



CUSTOMER-FACING : ONLINE COMMUNITY

While 4A's is known for its unique communities (50-subject specific Committees; Councils, Forums, Regional Boards)....

...We see opportunities to leverage online community as a means to foster even more engagement, both online and offline.

Sample tactics may include:

- Ask local council boards and subject-specific committees to produce a a short, sharable summary of their last meeting highlights to publish on the website
- Invite UGC (user generated content*) in a blog post or weekly spotlight via role-based interests, for example:
 - 1) start a bi-weekly or monthly blog feature for member roles that are currently underserved, for example Creative Director, Creative Technologist, UX Director, etc. & open it up to dialogue or Q&A
 - 2) consider member-to-member site area for individual members to converse directly
 - 3) start a space for those new to advertising to vet their thoughts or ask questions



**would require 4A's approvals in CMS*

CUSTOMER-FACING: ONLINE TRAINING

While online training & certifications programs are being discussed within 4A's, we see opportunities:

- Create 1-off courses, on-demand at lower price points than a certification program.
- Repackage some content from existing assets (webinars, events)
- Create fresh content with new speakers, topics & formats
- Add new webinar & online training speakers to attract more diverse role-based audiences and encourage repeat engagement
- Rally individual members to join the pool of potential speakers, to extend reach



CUSTOMER-FACING: MARKETING VS. MANAGEMENT

Currently, content is skewed toward management issues & interests more than marketing / creative.

We recommend a balance of management/marketing content to:

1. Attract & retain engagement from the full spectrum of individual members & widen the net of engaged end-users
 - Convey to members & prospects that 4A's isn't just for CEO's or C-suite but for everyone across the industry
2. Offer full-spectrum thought leadership in Trends, Info & Insights for all user types -- expanding the scope & depth of topics
3. Open the dialogue and give individual members a voice online. Showcase real voices from the industry across a spectrum of roles.
 - Let member agencies share recent work & trends they're thinking about on the 4A's site; and/or provide a tout to drive to their blogs.



CUSTOMER-FACING : SNACKABLE CONTENT

4A's needs new "snackable" digital content to drive engagement & value to members & to entice prospects.

Snackable content is:

- Instantly appealing, enjoyable & easily to digest
- Very mobile-friendly
- Very sharable
- Expected by Millennials and other digital natives

Snackable content spans media types:

- Text snippets, including recurring devices like: Top 10, Daily Rundown (msnbc), etc.
- Infographics / data visualization
- Factoids
- Video teasers & short-form (under 3 minutes)
- UGC Tweets or Vines from individual members



CUSTOMER-FACING : SNACKABLE CONTENT

Samples of well-conceived snackable content


Tap the '+' to save an article and read later.



Ten for Today

Interesting articles to check out now.

26 September 2014




Forget the MBA

Online courses are becoming the ticket to a new job or promotion. Now to get managers up to speed.

Read more...

Education Careers Job Search
Spending Workplace Managing

Smashing Maps



This Mesmerizing Map Of The Internet Lets You Explore The Web's Tiny Connections

businessinsider.com / Steven Tweedie Tech

connections between websites? What do those look like?

It can be tough to visualize the internet. The Internet Map is an online project that seeks to visualize metrics like web traffic and linking between sites, and the result is a beautiful landscape of the web today.

Web traffic companies like Alexa do a good job of showing the relative ranking of websites, but what about the

Brian Sims + 24 ❤️ 14

< C. wire 12 Clear

NEW

Introducing Wire: catch up quick on news that matters to you

With Wire, each day you will receive a quick-to-read Daily Brief at a time of your choosing that curates news our editors think you shouldn't miss.

All of the updates to stories you follow also appear here in Wire, enabling you to always stay up to date on news you care about!


Stay up to date with our Daily Briefing. Tap here to set a delivery time.

Watching

This is Watching, a new feature that highlights developing news from around the web. [Send your feedback.](#)

23m Democratic leaders in the Senate are hoping to elevate **Elizabeth Warren** of Massachusetts to the leadership team in a nod to the party's liberal base.

The New York Times



PETER MACDIARMID/GETTY IMAGES

The world's tallest and shortest men met face-to-shin in London to celebrate the 10th annual **Guinness World Records** Day. People worldwide tried to break records.

Slate ↗

1h Faced with ratings and advertising declines, **Viacom** criticized Nielsen TV ratings because they do not include viewing on apps, gaming devices and other platforms.

The New York Times

CUSTOMER-FACING: BOOKSTORE

We believe that if 4A's still likes the idea of e-commerce for its information products, the bookstore can be a good idea if re-conceived & rebuilt.

Pros to Rebuilding the Bookstore:

- It will attract millennials and younger industry members who like the insights books provide; & mid-range & older execs wanting to keep up on trends.
- It provides a passive income stream that leverages work already occurring within the organization.

Proposed Requirements:

- Rebrand it as a 4A's resource destination
- Create short-form content as well as longer pieces
- Add more offerings, themes, series
- Add easy search capabilities
- Add browse before you buy previews, as utilized on Amazon and elsewhere
- Provide some free materials regardless of membership status, so it truly becomes a resource center

Finally -- Integrate sale-able content in situ through site experience.



A note from the editors: We are pleased to present an excerpt from Chapter 4 of *Mobile First* by Luke Wroblewski (A Book Apart, 2011).





CONTENT TOPICS

4A'S ORGANIZATIONAL PERSPECTIVE

ORGANIZATIONAL: CONTENT SOURCING

Three types of content will fuel the content pipeline for 4A's:

1) Original 4A's Created Content

- more summary takeaways from Research
- more pre/during/post-event highlights
- showcase on website home page the live Twitter feed from CreateTech or live stream
- get Vine-style UGC videos by asking people at events to say what inspired them
- more opinions from 4A's to frame trends & issues uniquely
- leverage LinkedIn discussion groups that sit under 4A's Linked In area to mine ongoing conversations and put highlights on the website

2) Co-Created between 4A's and Media Publishing Partners

In addition to vast content creation opportunities via partnerships such as Fast Company & Wired, there is also wide-ranging opportunity to capitalize on niche companies for insights & trending information (analytics, trends, predictive data models, social, mobile, UX, etc.)

3) 3rd Party Content, Curated by 4A's

- more topics across the full spectrum of marketing and management content;
- content that targets range of individual roles
- includes the periphery of advertising, not only expected issues but broader topics from events like 4A's CreateTech & Transformation -- and adjacent industries like technology



ORGANIZATIONAL : CONTENT GAPS

We see significant Content Gaps in the following 7 areas:

1. **Snackable content**

Solution: Create & curate: :15 to 1:00 videos, data visualizations & short text formats

2. **Thought leadership**

Solution: Need daily. Includes 4As-created content, e.g. “more signature surveys” & research-based highlights....plus more co-created content, e.g. from media partners and individual member guest bloggers (video or text formats); and other 3rd party content providers.

3. **Daily content**

Solution: Stockpile content for distribution over time. Leverage social & co-created content.

4. **Role-based / interest**

Solution: Target agreed-upon roles to develop & filter most relevant content for individual members across full range of agency roles.

5. **“Trends”, forecasting, future-looking, predictive content**

Solution: a) Research team can cull insights into short-form trends reports. b) 4A’s can continue to cultivate & leverage relationships with 3rd parties for co-created content.

6. **Members’ “voice & visibility” content**

Solution: In addition to Profile of the Week, Ad of the Day, My4As.....Also potentially integrate member blog, more videos like the CEO videos but based on other user roles

7. **Millennials**

Solution: Successful content for Millennials = 1. mobile-first ; 2. snackable; 3. timely; 4. shareable; 5. broad ranging topics; 6. personal relevance



ORGANIZATIONAL: TAXONOMY

We'll need to create the full taxonomy to align with:

- 1) the new web structural nomenclature
- 2) newly defined keywords & topic tags

We can cull from, and expand upon, the current 4A's taxonomy project.

This will need to be revisited to align once VML gets into full UX and content mapping.

We'll want to track:

- Are the taxonomies at the right level of granularity?
- Are the taxonomy terms presented in a way that people can understand? (language, technical level, geographically or culturally relevant)
- Are the taxonomies manageable for 4A's moving into broader scope of content publishing?



ORGANIZATIONAL: CONTENT FREQUENCY

Fresh daily is the desired content frequency.

It will take a lot of effort & advanced planning.

4A's will need to find the right balance for content frequency depending on resourcing, to achieve a mix of:

- Very dynamic (daily/weekly)
- Semi-dynamic (Hootsuite style stockpiling & pre-set publishing dates in CMS)
- Evergreen (archival content and deeper resources, with expiration dates)



ORGANIZATIONAL: EDITORIAL CALENDAR

A centralized Editorial Calendar that is created & owned by 4A's for the new website will help 4A's:

- Capture the snapshot of content scope and activity including status (e.g. in planning, in production, ready to publish, etc.)
- Track balance of content across media types & topics (framework for ensuring the right mix of content)
- Calibrate frequency for content publishing (daily/weekly/monthly)
- Provide a framework for managing dispersed content sources & providers

We suggest the 4A's editorial calendar template should be created by 4A's (with any supporting help needed by VML) in parallel to the Content Matrix that will be initiated by VML during UX phase and completed just prior to development.



ORGANIZATIONAL: CONTENT MULTIPLIERS

We can leverage valuable 4A's content to spin into other short-form content types, then distribute across the site experience & social media.

These short-form content spin-offs are “content multipliers.”



ORGANIZATIONAL: CONTENT MULTIPLIERS

4A's is already creating some content multipliers, but they are not strategically leveraged nor integrated with the website.

A screenshot of the American Association of Advertising Agencies (4A's) website. The main content is an article titled "Contagious: WHY THINGS CATCH ON" by Jonah Berger. The article features a large graphic with the word "STEPPS" in colorful circles. The website layout includes a navigation bar, a sidebar with social media links, and a main content area with text and images.

A screenshot of a Facebook post from the page "4A's / American Association of Advertising Agencies". The post is dated "4 hours ago" and is marked as "Edited". The text of the post reads: "Day two of #CreateTech 2014 was packed with ideas and convos. Check out some of the highlights in our exclusive eNewsletter: <http://rlm.ag/MwxZQ>". Below the text are interaction options like "Like" and "Comment", and a comment from Terrence Schofield stating "Great stuff".

A screenshot of the Twitter profile for "4A's" (@4As). The profile header shows 14.6K tweets, 1,652 following, 28.1K followers, 986 favorites, and 18 lists. A pinned tweet from October 22 reads: "Before entering an agreement involving #viewable impression measurement, consider these MRC #Viewability Guidelines ow.ly/DaiSk". Another tweet from 2 hours ago is a retweet of a tweet from @MediaPost about AT&T using mobile to re-engineer Dallas Cowboys.

A screenshot of YouTube search results for "Transformation 2014". Two videos are shown: "4A's Transformation 2014 - March 19 - Startup Pitch Round: Five Innovative Media Allocation Startups" with 772 views, and "4A's Transformation 2014 - March 19 - Startup Pitch Round: Five Data Analytics Startups" with 190 views. Both videos are by "4AsVideoChannel" and were uploaded 7 months ago.

A purple-themed collage of content related to the 4A's Transformation 2014 conference. It includes:

- Text: "The 4A's Transformation: The Idea Effect in Los Angeles was the place to be March 16 to March 19 for agency and advertising leaders. During the event, attendees heard thought-provoking and inspiring sessions on topics ranging from content creation and storytelling to agency management and collaboration. Big-name marketers including Dana Anderson of Mondelez and John Hayes of American Express offered their insights as did Marissa Mayer of Yahoo."
- Text: "CONFERENCE HASHTAG Trended on Twitter 3/17 & 3/18 #4AsTransformation Did you make the list?"
- Image: A photo of a conference event with a sign that says "IDEA 2014".
- Text: "All of that great content will be featured here on our Transformation site. We've included videos of the speakers and panel sessions on our YouTube channel and the presentations will be available on our Slideshare account. Plus, check out our photo galleries on Facebook to view the special events and activities during the four-day event."
- Text: "Thank you to all of our speakers, sponsors and attendees for making Transformation LA such a big success!"
- Text: "We hope to see you in Austin on March 22-25, 2015 for the 4A's 2015 Transformation."
- Text: "2014 CONFERENCE COVERAGE" with a list of items: "4A's Agency 2020 Report", "Onsite blog posts", "Post-Conference SmartBrief report", "4A's Research Insights".
- Text: "4A'S NEWSLETTER RECAPS" with a list of items: "Day 1", "Day 2", "Day 3".
- Text: "Download the attendee list".
- Text: "@4A's TWEETS" with a list of tweets: "RT @MediaPost: AT&T Uses Mobile To Re-Engineer Dallas Cowboys @ATT @Obscura_Digital @4As #CreateTech <http://t.co/egH-UzNSwtH> @mahoney_sarah An hour ago", "Demystify #viewability & ad fraud. Learn more about 3MS' mission to make your ads seen: <http://t.co/M8p9JdrP71>".
- Image: A photo of several people at a conference event.



ORGANIZATIONAL: CONTENT TYPES BY MEDIA

Just as we want to create balance between content for user types, management/marketing, fresh/evergreen, snackable/heavier content...

We want better balance between content media types.

Sample tactics:

We know Internet users love video, so we want to see:

- More short-form video from existing source materials such as webinars & events, both pre-login teasers & behind the firewall
- More 4A's video series like the CEO videos featuring other roles
- Potential UGC videos from individual members

Also:

- More dynamic & interactive tools & data visualizations
- More integrated Social
- More UGC -- let's turn push messaging into real conversations onsite



ORGANIZATIONAL: CONTENT FOR MOBILE

With the responsive site redesign, we'll be taking a mobile-first approach to content.

This means we will:

- create a clear, simple hierarchy with obvious cues for content & functionality, in order of priority to the end-user.
- optimize all content for best display & functionality on all devices

Plus, we know Millennials are especially mobile in their behaviors & expect a responsive/adaptive content experience.

In considering a mobile app, content would extend to:

- push notices for upcoming events, seminars, webinars
- geolocation capabilities to alert users to local 4A's or other industry (or peripherally-related) events, MeetUps, hotspots



ORGANIZATIONAL: GOVERNANCE MODEL

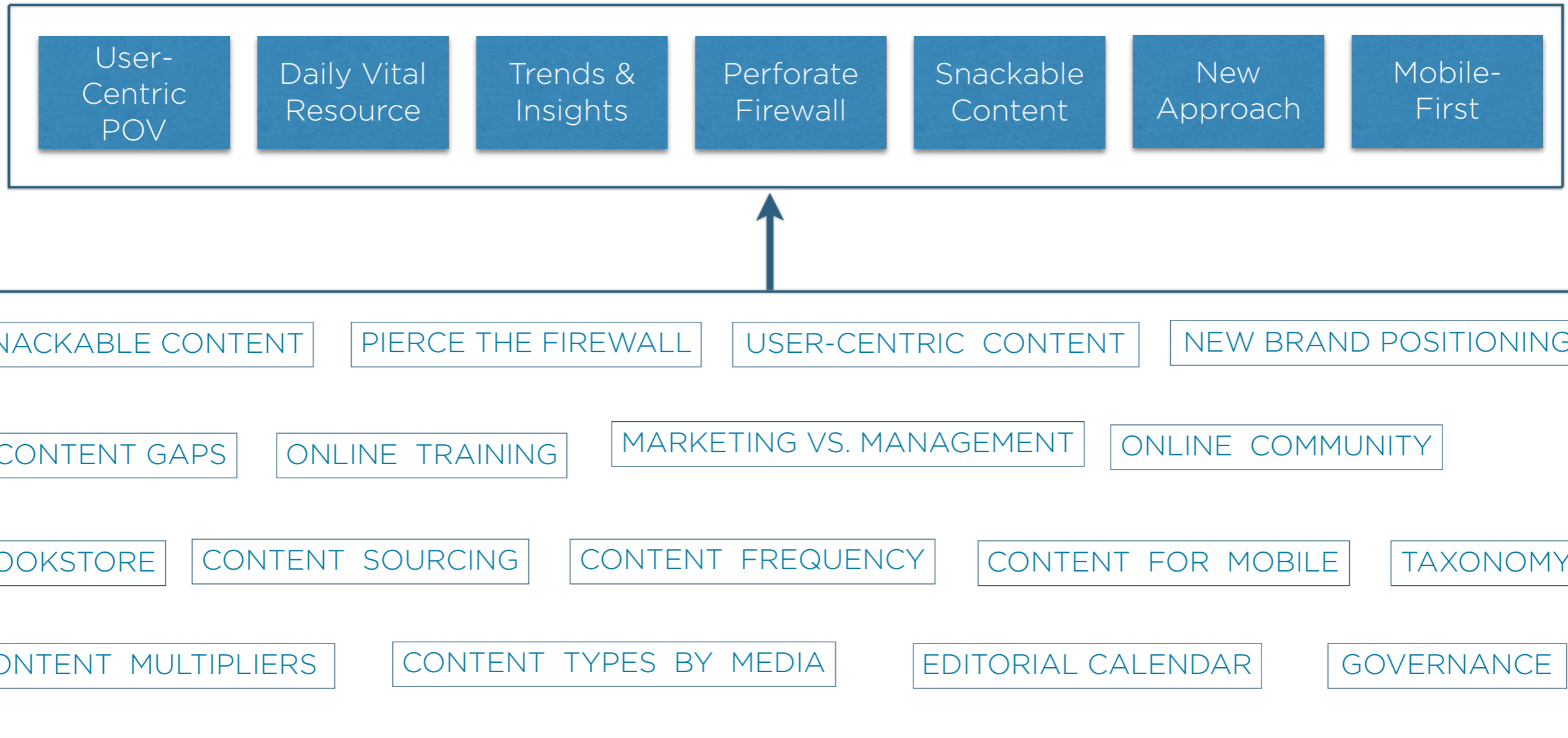
For 4A's to achieve & maintain success as a digital content publisher, we recommend these human resources:

ROLE	TASK
Website editorial manager	Steer the ship on a daily basis; track content status & actions needed
Digital copywriter	Write web copy
Data visualizer	Create infographics & interactive elements based on 4A's research & other content
Research department	Create short abstracts & general takeaways
Events managers	Funnel post-event content highlights into website content ecosystem
Editorial liaison	Manage UCG individual member content such as blog posts, videos, 4A's committee highlights, member agency portfolio spotlights, etc.



SUMMARY

The content topics we've just discussed, and our approach to dealing with them, all support the pillars of our top recommendations:



A grayscale photograph of a city skyline, likely New York City, featuring numerous skyscrapers and a park with many trees in the foreground. The text "THANK YOU" is overlaid in the center in a white, sans-serif font.

THANK YOU

APPENDIX



VML

ANALYTICS

HOW DO WE GET THERE?

Preparation

- Governance and ownership of website tagging and reporting
- Strategic tagging on website to ensure all KPIs are tracked
- Segment results using Google Analytics “Views” and analyze personalized consumers website experiences
- Implement a website survey to help identify the consumer, understand their purpose of visit, task completion rate and encourage feedback
- Test content performance using a website multivariate service
- Work with digital partner or internal development team to streamline reporting using database APIs



HOW DO WE GET THERE?

Analytics Governance

- Understanding of processes, analytics definitions and reporting limitations
- Develop and ongoing support of tagging and marketing guide
- Validate tagging and pages reports to ensure accurate reporting
- Ensure SEO webmaster tools and other services are functional
- Work internally with 4A's teams to develop personalized reports or data extracts
- Evaluate the integration of 3rd party services and the impact it has on reporting



HOW DO WE GET THERE?

Page and Event Level KPIs

- Identify consumer and business level KPIs throughout website by specific personalized experience



HOW DO WE GET THERE?

Data Segmentation

- Segment results using Google Analytics “Views” and analyze personalized consumers website experiences
- IP filters can be set to segment traffic by a company
- Page level filters can be set to segment traffic by pages visited
- Agency accounts can be set to view company specific information



HOW DO WE GET THERE?

Qualitative Feedback

- Who is Visiting the site?
- How often do they visit the site?
- How do they feel about their experience?
- What would they change about their experience?
- Voice of Customer!



HOW DO WE GET THERE?

Optimizing Experiences

- Optimize on web experiences that will generate leads or retain customers
- Deploy real-time A/B tests to determine best content, offers or messaging sequence
- Multivariate tests can be used to understand the most impactful elements for delivering real-time personalized content



HOW DO WE GET THERE?

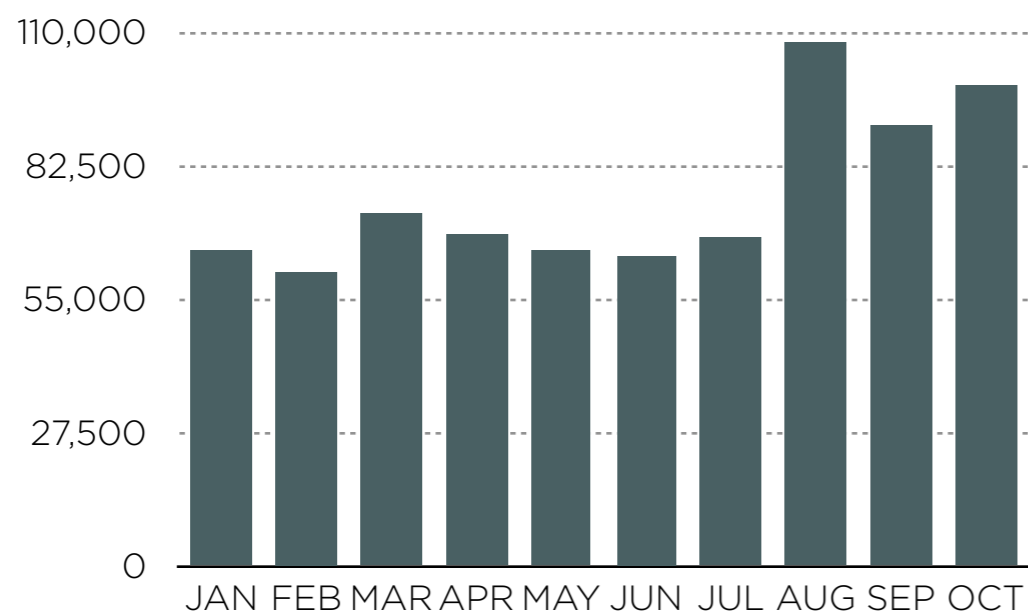
Less Reporting, More Analysis

- Leverage APIs to automate reporting
- APIs can be used to aggregate data from various databases
- Dashboards can be pre-developed with API feeds directly into them

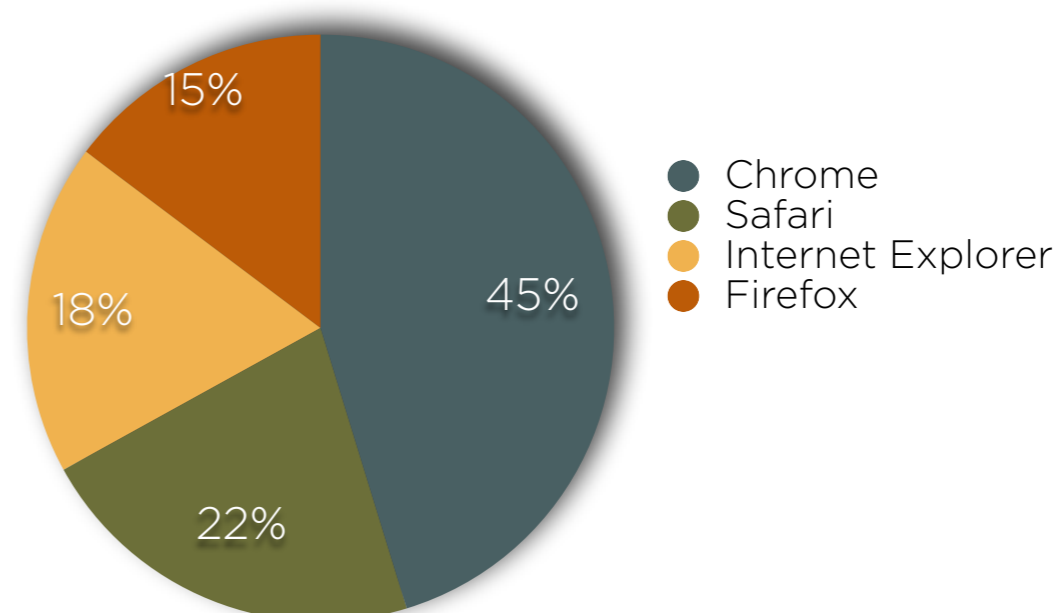


VISITS AND TECHNOLOGY

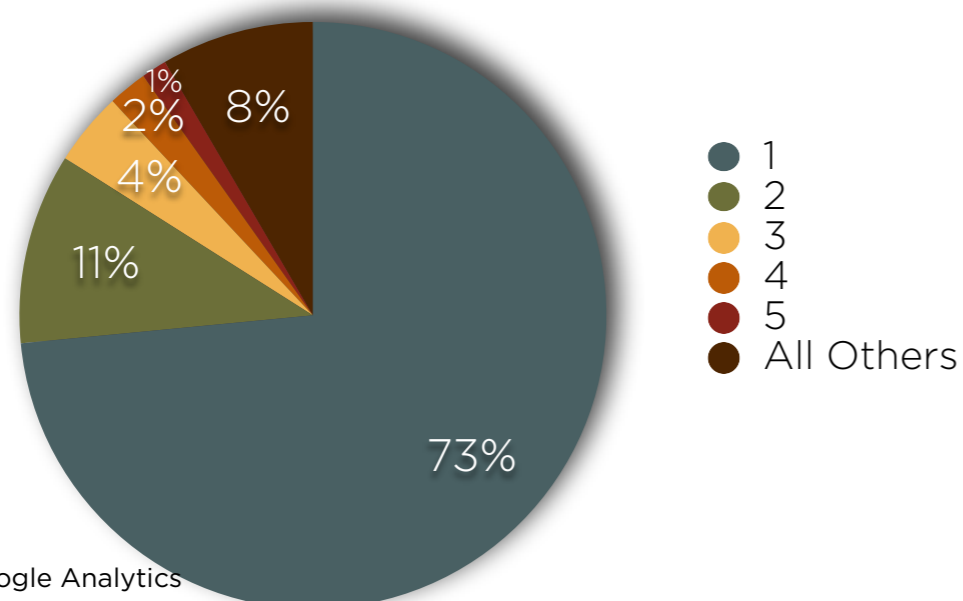
2014 Visits by Month



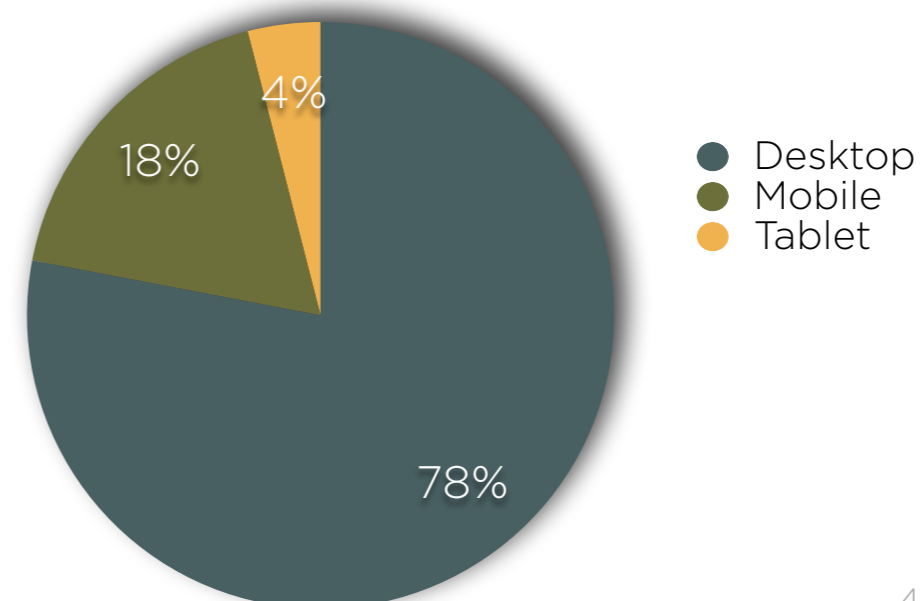
Top Browsers



Visits by Number of Visits

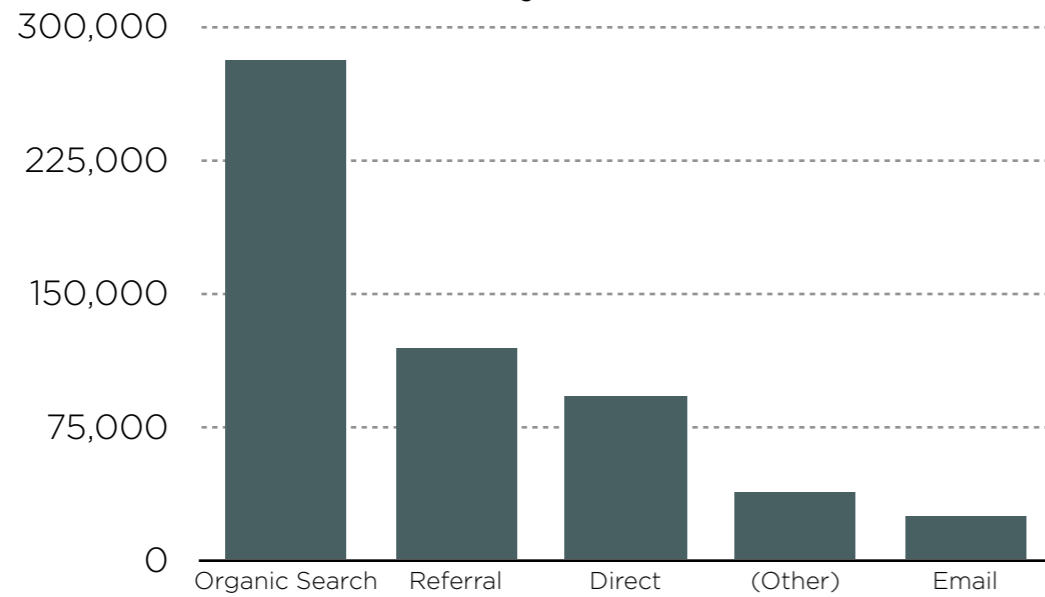


Platform

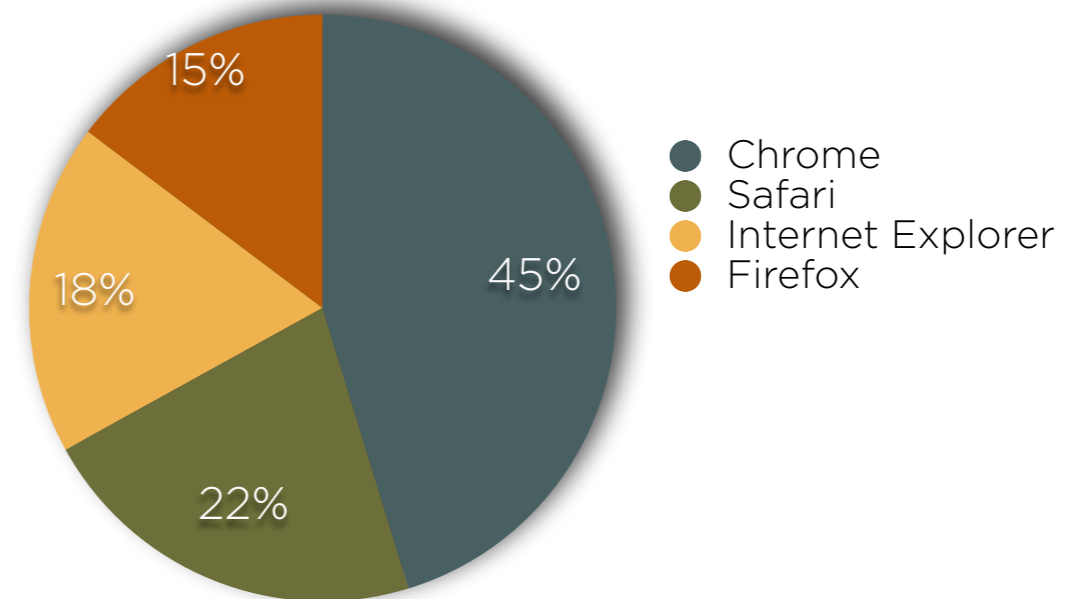


TRAFFIC

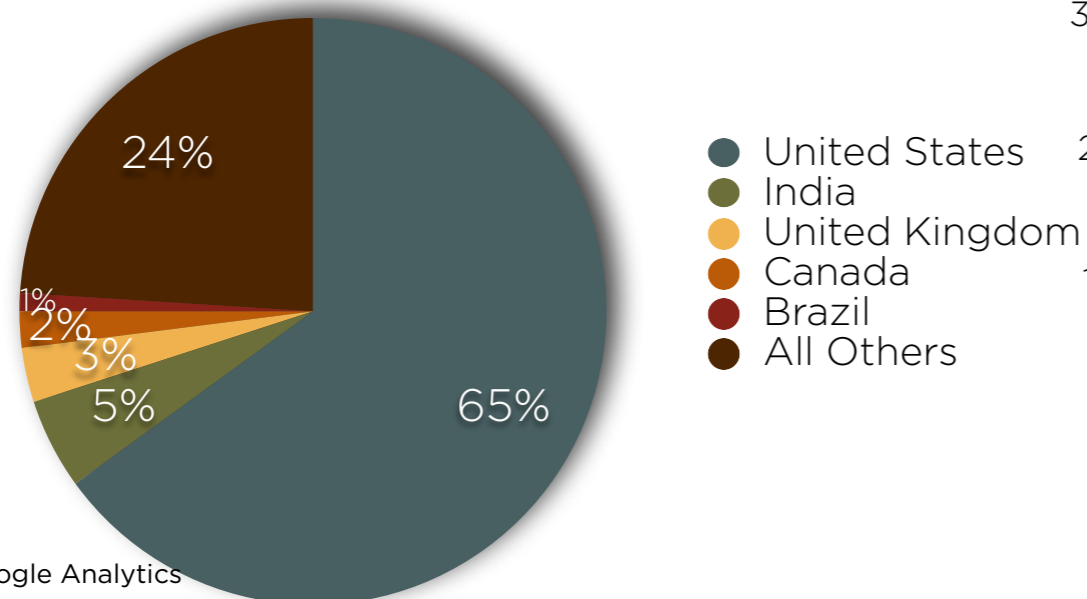
Visits by Traffic Channel



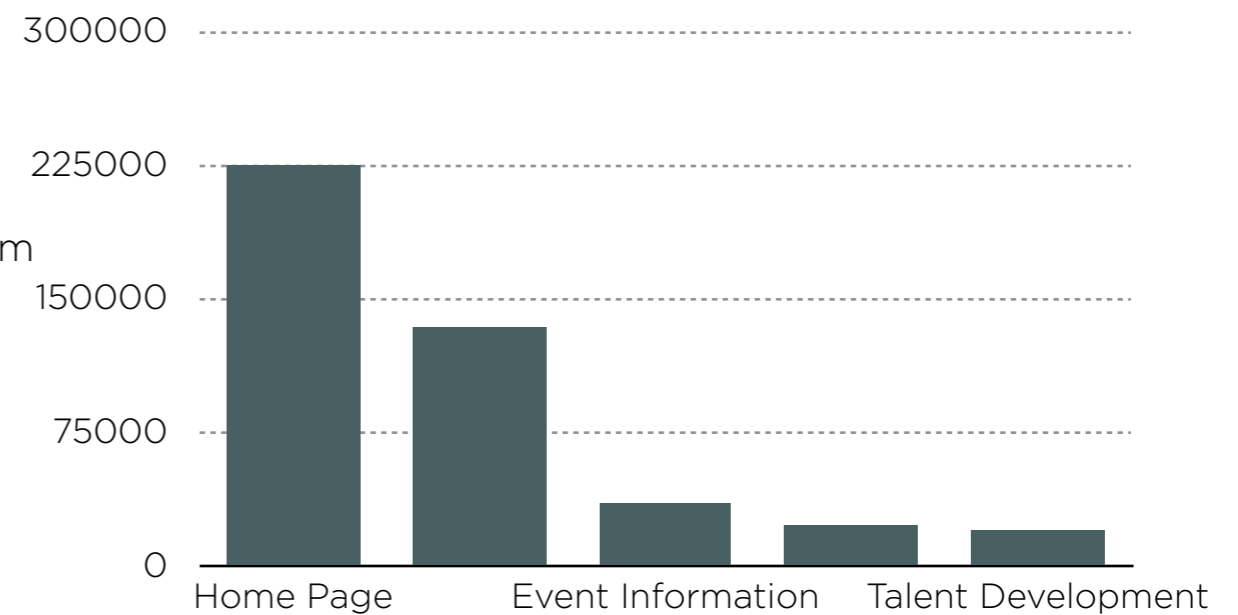
Top Browsers



Visits by Countries

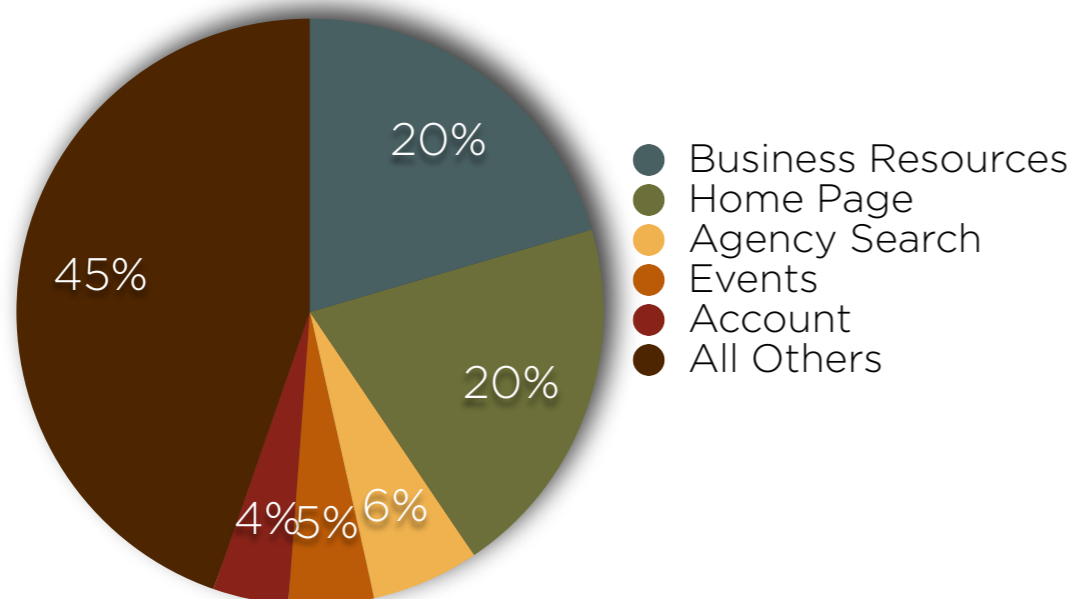


Top Landing Page Categories

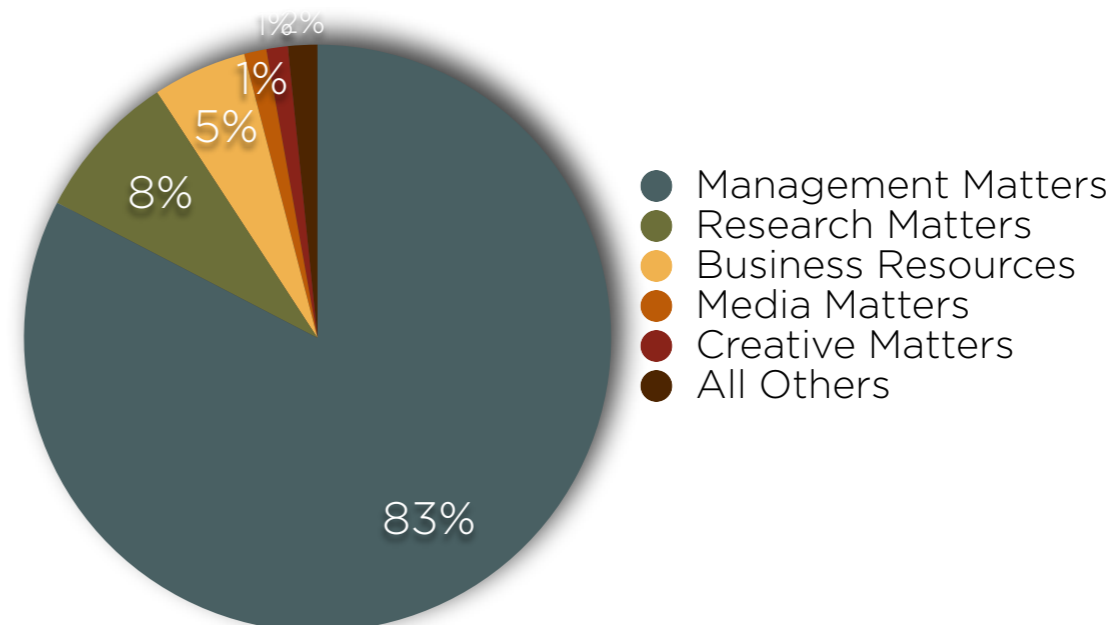


PAGE VISITS BY CONTENT CATEGORY

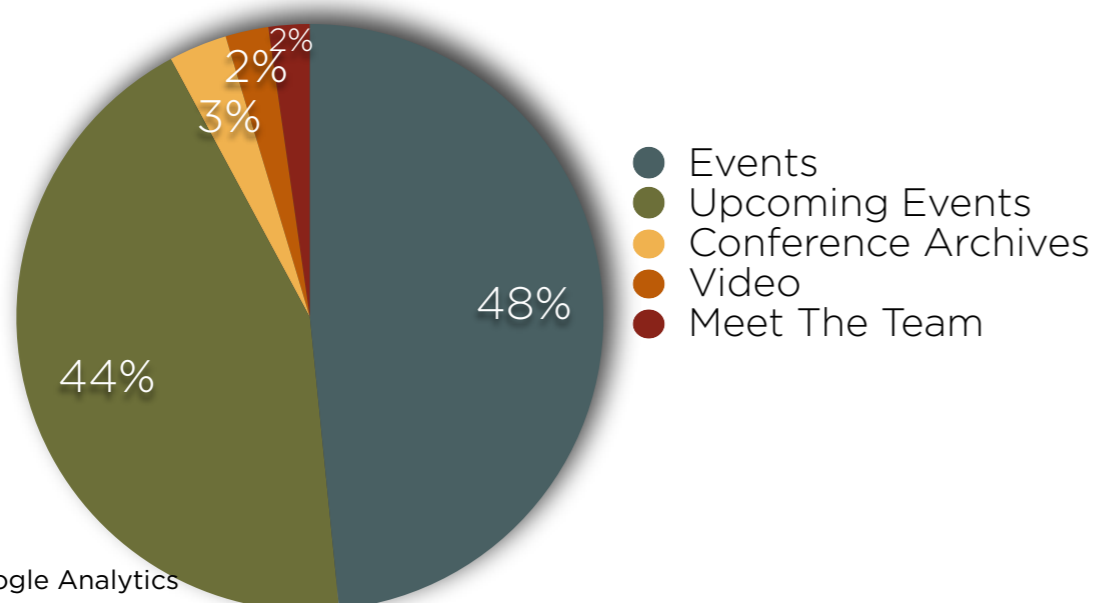
Page Categories



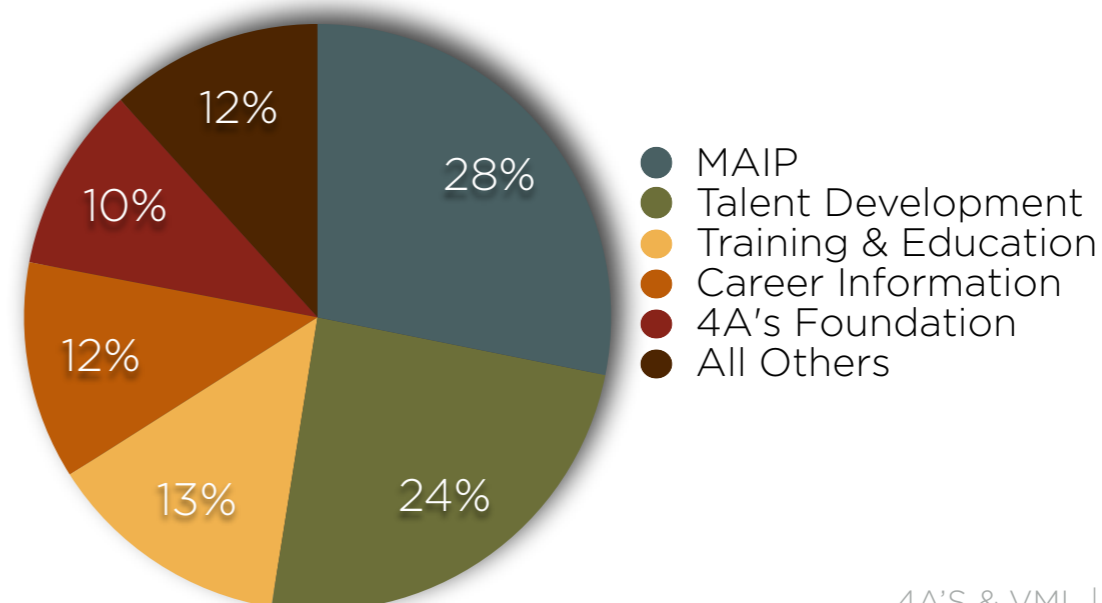
Business Resources



Events

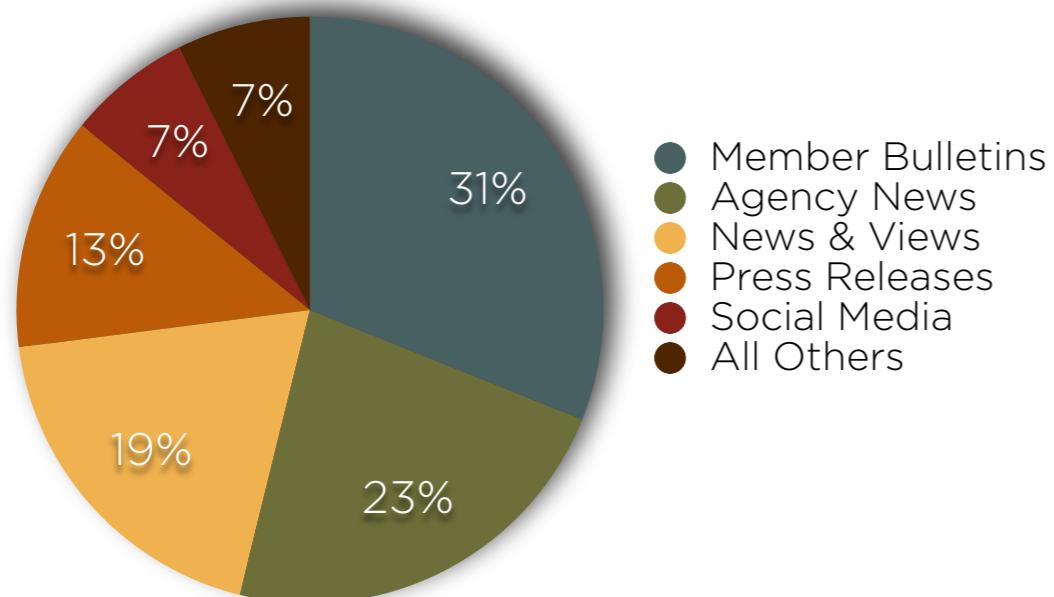


Talent Development

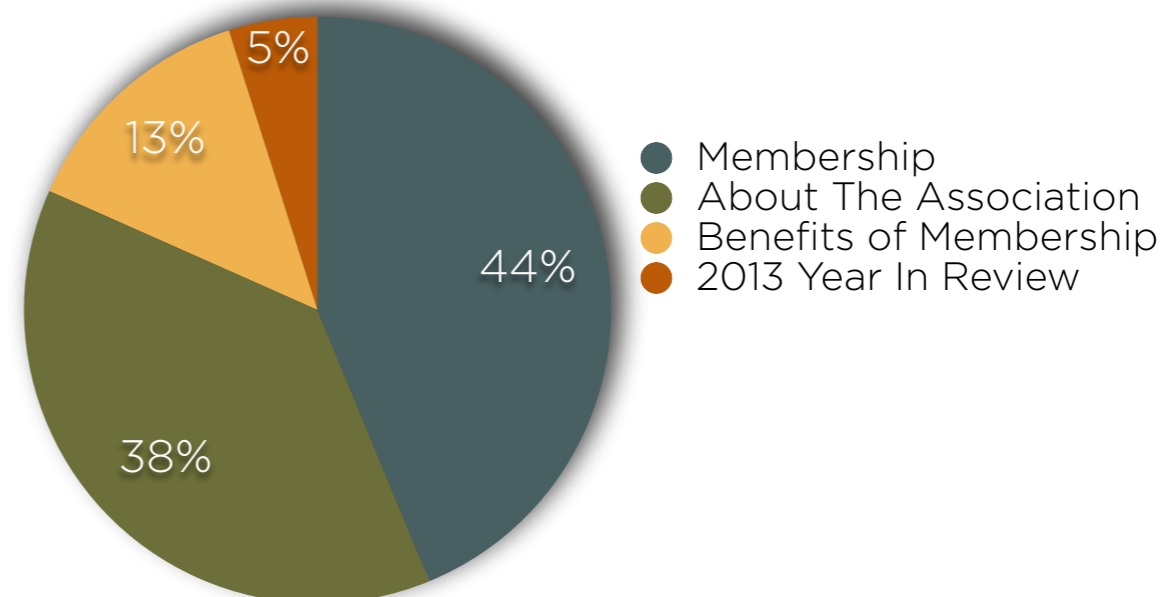


PAGE VISITS BY CONTENT CATEGORY

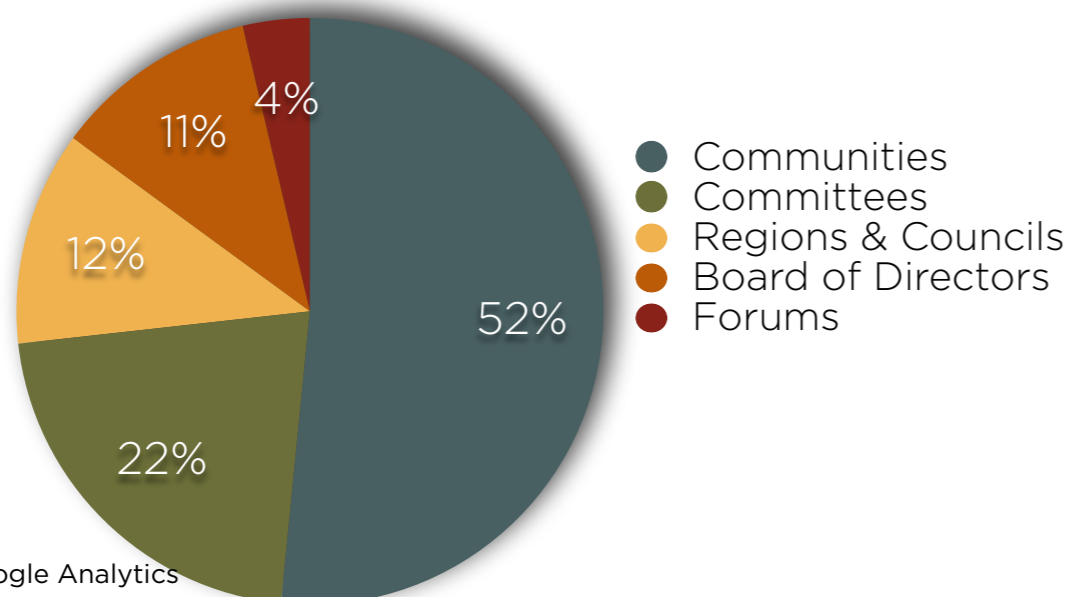
News & Views



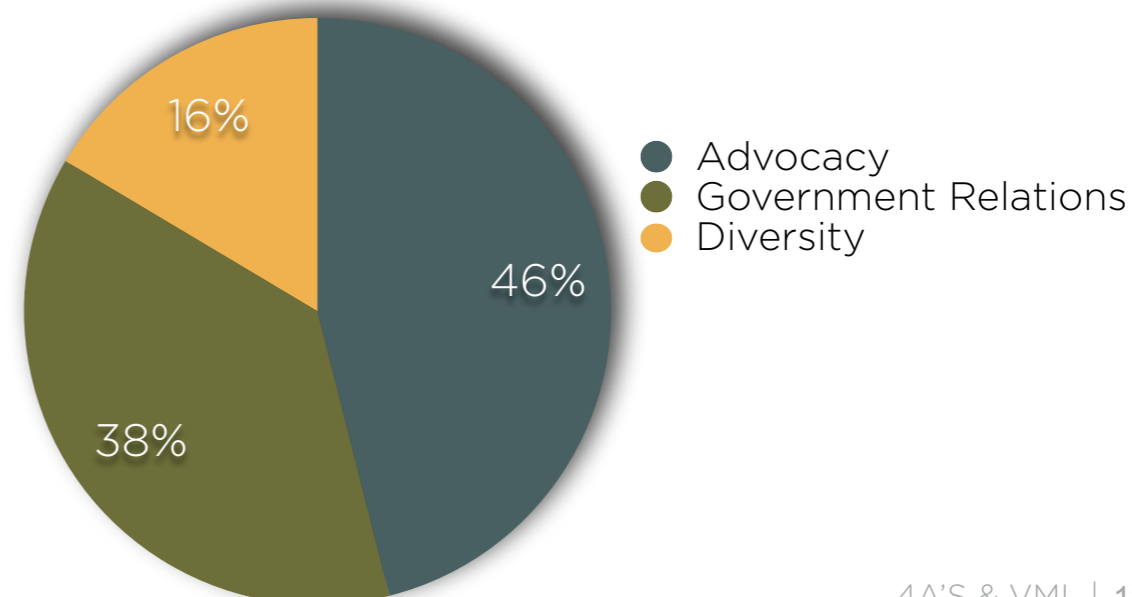
Membership



Communities



Advocacy

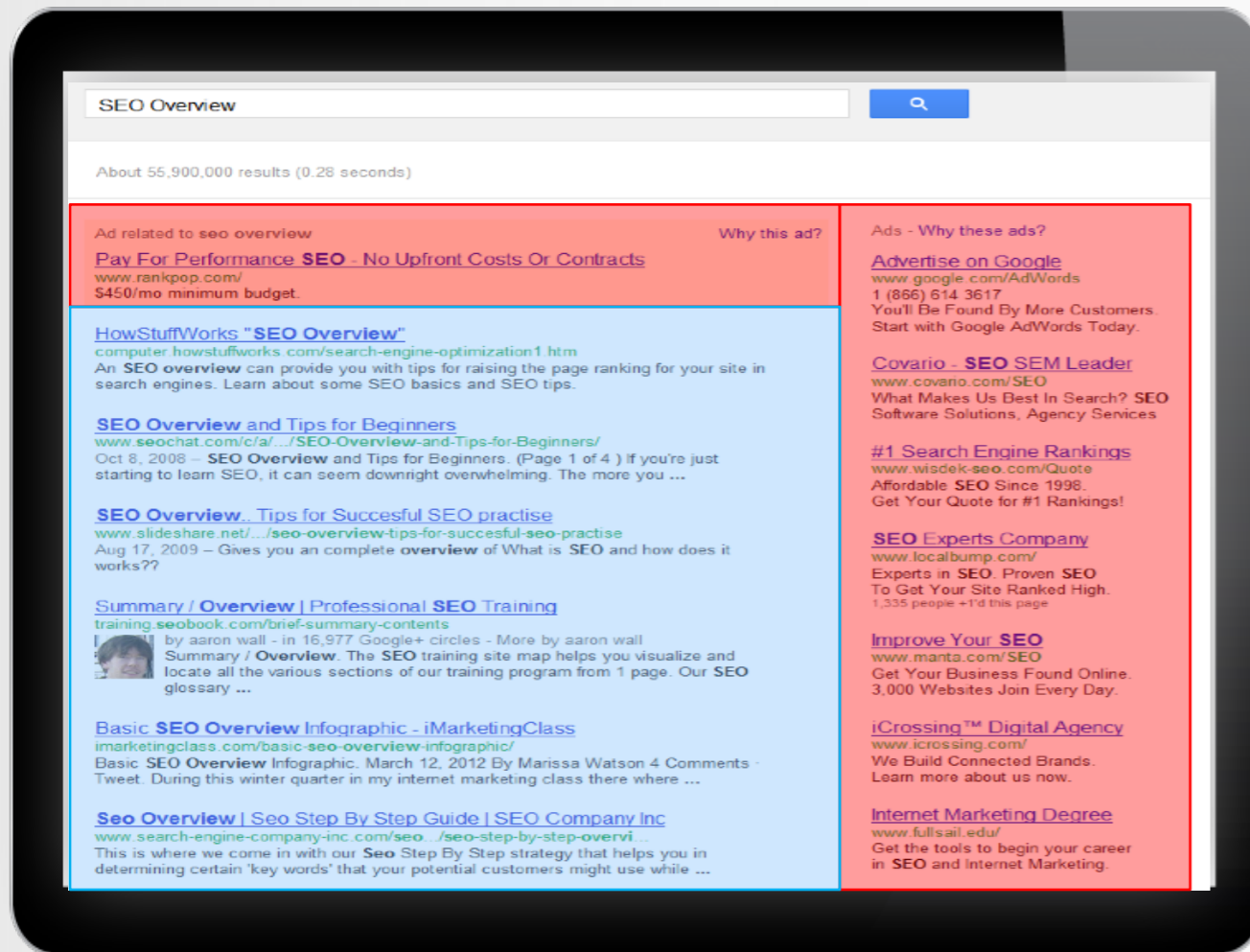


SEO

A dark, grayscale photograph of a city skyline, likely New York City, with a park in the foreground. The text "ANALYSIS & RECOMMENDATIONS" is overlaid in white. The image is dimly lit, with a dark teal triangle in the bottom-left corner.

ANALYSIS & RECOMMENDATIONS

100 BILLION MONTHLY SEARCHES



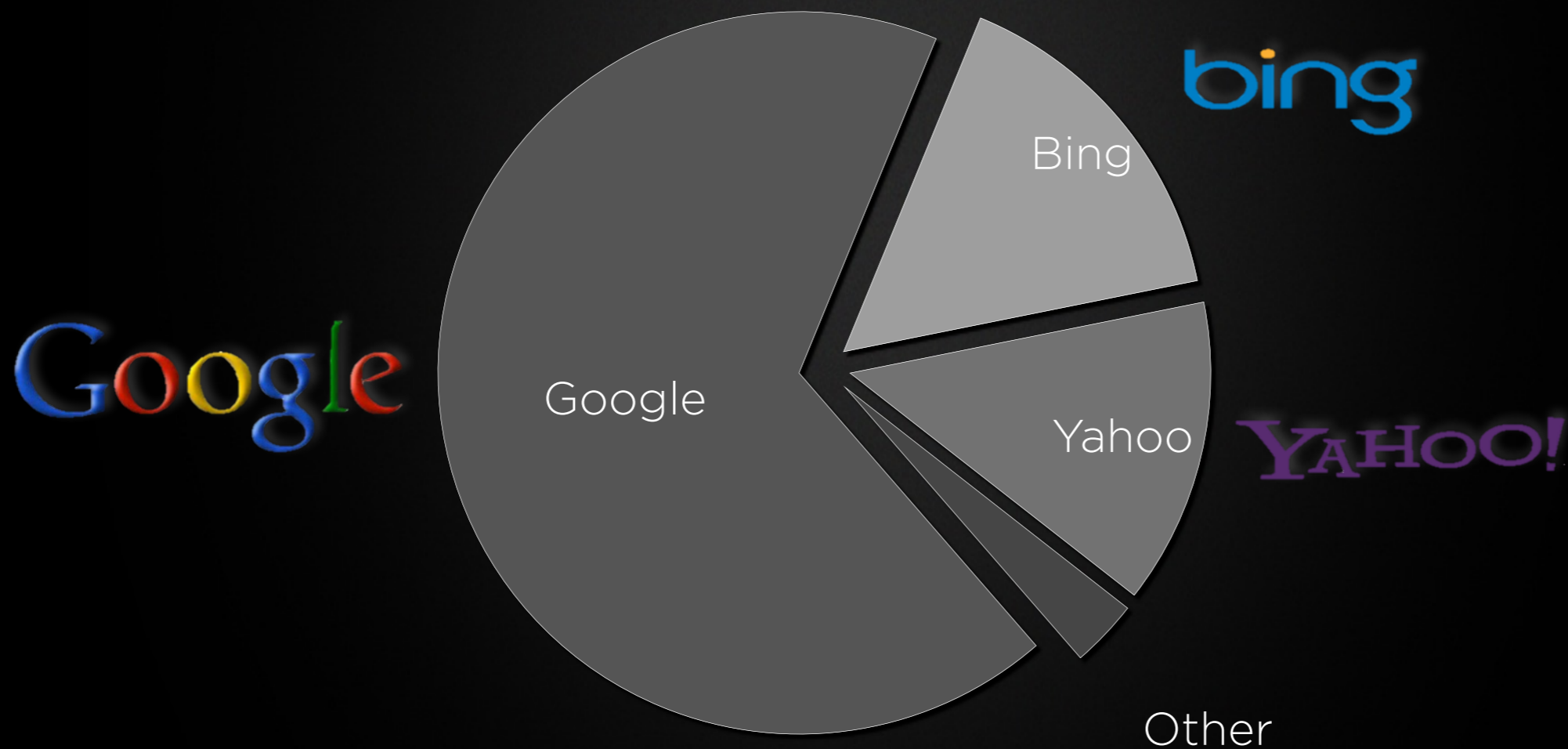
70% of the links search users click on are organic, not paid.

With the majority of web experiences beginning at a search engine, SEO is becoming increasingly important to acquiring new customers online.

**Organic
(SEO)**

**Paid
(SEM)**

100 BILLION MONTHLY SEARCHES



100 Billion Monthly Searches In US According to ComScore (June 2014)
US Market Share According to ComScore (June 2014)

FACTORS DRIVING SEO RESULTS

Authority	Content	Technical Elements
<p>Authority</p> <ul style="list-style-type: none">• Proxy for how much a site is viewed as an “authority” on a topic• Calculated across over 200 factors; Inbound links and social shares most important <p>Search Visibility</p> <ul style="list-style-type: none">• Keyword rankings that drive qualified traffic to the site	<p>On-Page Factors</p> <ul style="list-style-type: none">• Pages indexed based on keywords, titles and several other factors <p>Content Quality</p> <ul style="list-style-type: none">• Quality text content is primary indicator of contents and locality of a page	<p>Technical Foundation</p> <ul style="list-style-type: none">• Elements that determine a search engine’s ability to crawl the content <p>Navigation</p> <ul style="list-style-type: none">• Main navigation factors that define how pages relate to each other• Navigation that is search-friendly is critical <p>Page Assets</p> <ul style="list-style-type: none">• Usage of images and features such as social sharing that assist search engines

AUTHORITY

Domains	Domain Authority*	Page Authority*	Linking Root Domains	Social Shares
Aaaa.org	72	76	1046	647
Straightas.aaaa.org	72	36	2	23
Maip.aaaa.org	72	41	8	44
Maipalumni.org	21	31	8	6
Maipalumnimatters.aaaa.org	72	39	2	120

Because many pages target the same keywords, search engines use the authority of a site as the tie breaker to determine rankings. The primary factors that determine a site's authority are the number of quality, inbound links and the number of social shares.

All subdomains of aaaa.org leverage the authority of the main domain, but the page authority, links and social shares are specific to each subdomain. Besides the aaaa.org, the sites have very few links and social shares.

*Domain Authority is on a logarithmic scale of 1 to 100

CONTENT

Pages are indexed and returned for relevant keywords that they contain. Titles and H1 tags are weighted heavily in this process.









Quality text content is the primary indicator that search engines use to determine the contents and locality of a page.

On-Page Factors	Content Quality
<ul style="list-style-type: none">• Page Titles• Meta Descriptions• H1 Tags• Alt Image Tags	<ul style="list-style-type: none">• Sufficient Content• Duplicate Content Issues• Limit PDFs• Thought Leadership

CONTENT

- The largest area for improvement is with the on-page factors. The site has many pages with missing or duplicate on-page elements and existing elements are not well optimized.
- While content is largely indexable and high quality, there are duplicate content issues present and some pages are lacking sufficient content.

On-Page Factors | Content Quality

	aaaa.org
Page Titles	
Meta Descriptions	
H1 Tags	
Alt Image Tags	
Sufficient Content	
Duplicate Content Issues	
Crawable Content	
High Quality Content	

TECHNICAL ELEMENTS

In an effort to return quality results, search engines look for dozens of site quality indicators. VML looked at a few of the most important technical components that affect SEO.




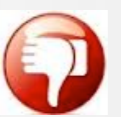

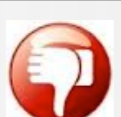
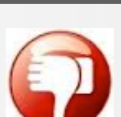

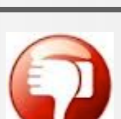

Navigation	Technical Foundation & Page Assets
<ul style="list-style-type: none">• Text Links• Breadcrumbs• URL Structure• Canonicalization	<ul style="list-style-type: none">• Robots.txt File• XML & HTML Sitemap• Custom 404 Error Page• Limit 404 Errors• Proper Use of 302 (temporary) and 301 (permanent) Redirects• Social Sharing Icons

TECHNICAL ELEMENTS

- A site with a solid foundation of technical elements make it easier for users to navigate the site and for search engines to crawl and index pages.
- While some technical fundamentals are met, the site is still lacking a consistent URL structure, proper redirects and broken page handling, and sitemaps.

Navigation

Technical Foundation

	aaaa.org
Text Links	
Breadcrumbs	
URL Structure	
Canonicalization	
Robots.txt File	
XML and HTML Site Map	
Custom 404 Page	
Limit 404 Pages	
Proper Use of 302 Pages	
Social Sharing Icons	

SEO RESEARCH, STRATEGY, AND IMPLEMENTATION

We recommend the following actions to get your site started towards effective SEO..

Keyword Research – Inform your content strategy and target keywords

Content Strategy – Turn research into strategy & ideas to inform site & blog content

On-Page Optimization – Write and target top 30 pg. title & meta descriptions.

Consulting – Work closely with developers to ensure best practices are followed

Redirects – Use 301 redirects to map each page on the old site the new site

On-Going Report – Reporting and optimizations to keep up with industry changes and continue to build on the SEO foundation established during the redesign

KEY TAKEAWAYS

Content

- There are 333 pages on the site with duplicate content and 4 pages with a low word count (under 250 words). During the redesign these duplicate and low quality pages should be consolidated or new content should be added to maximize the impact of these pages.

Technical Optimizations

- Aaaa.org could use improvement on many technical elements across the site. The SEO team should be involved throughout the redesign process to ensure technical fundamentals are met and a search friendly site is built.

Authority

- 301 redirecting the 404 errors and 302 redirects on the site will help consolidate the authority of these broken or improperly redirected pages and of these pages to live pages on the site.
- During the redesign, 301 redirects must be used for each old page to a comparable page on the new site. This will help transfer the existing authority to the new site and mitigate any loss in rankings over the long run.
- Once the new site is live, VML recommends increasing the authority of the new site through earning high quality in-bound links and social shares to key pages on the site.