FINAL CONTENT STRATEGY REPORT

Linh Dinh

User Persona

Once upon a time, there was a customer named John

Who wanted to find a meaningful relationship since he always felt lonely

And couldn't because he was introvert and found it difficult to talk to strangers

Then that customer heard about Amintro

That offered a free online community and resource for people over 50 like John to connect with others

Unlike other options such as dating apps, Amintro helps him finding not only lasting friendships but also new ways to enjoy his life

Name : John
Age : 70
Marital status : widowed and don't live
with their children
Education : Post Graduate degree
Occupation : Retired
Income : <25,000$
Ethnic background : Born in Montreal

PERSONALITIES

Inventive ———•— Consistent
Organized —•——— Careless
Outgoing ——•— Reserved
Friendly ——•— Detached
Sensitive ——•— Secure

INTERESTS

- Watching TV
- Read books, newspapers
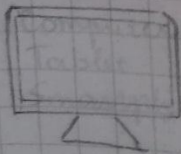- Cards and board games

GOALS

- Having meaningful
companionship for emotional
support
- Financial well-being
- Family life is important

FRUSTRATION

- Social isolation
- Running out of money
- Death of family member
- Mental illness

TOUCH POINTS

Computer   Tablet   Smartphone

ATTITUDE (TECHNOLOGY)

- Poor eyesight makes it
difficult to use smartphone
and tablet
- Know how to use devices
but limited in some
features

LANGUAGE : French

Executive summary

 Based on our audit and Google Analytics reports, we should first look at each category of the website to get an overview picture of our content. Then we will check the performance of all the articles based on the audit factors.

Data findings for Categories

a. **Life and Wellness** have the highest pageviews with the highest number of articles (140 articles for Life and 95 for Wellness). In the content audit report, some articles in the Life category are more suitable in Travel so we might consider removing them.

b. **About Amintro and In the news**: help to achieve the brand awareness objective and they are doing well with high pageviews and longest average time on the page, especially with the article Toronto-based app Amintro, aims to connect people age 50+

c. **Activities** has high pageviews but its average time on page is the lowest and no landing page drives the most traffic from this category. In the content audit report, we could see that some articles need to be shortened, included subheadlines and might change their titles to a list of things to capture user attention.

d. **Travel and Money** have lower pageviews since they don't have as much content as other (8 articles for Travel and 4 for Money).

e. **Bucket list** isn't at the top 10 of most pageviews but the category has one landing page that has a high impression which is Top 10 bucket list ideas for today. We can consider moving articles in Bucket list to Travel since people search for "travel" more than "bucket list" based on Google Trends

f. **Style** has only one article which is about downsizing so we can consider moving it into the Life category.

Conclusion: there is a difference in performance for each category not only because of the quality of content but also the number of articles.

Audit findings for Articles

We decided to audit our content based on 5 factors: **Usability, Findability, Actionability,** and **Accuracy**.

a. **Usability**: Based on our top driving traffic landing pages, there is some area of improvement for other articles including:

▪ add subheads and break into short paragraphs which will be easier for users to skim the content

▪ remove broken links and text links that are e-commerce websites since they don't provide information for users.

b. **Findability**: Since our primary traffic source is Organic Search, it's important to ensure that our articles have all meta elements and they are optimal to get the higher ranking result on Google.

▪ **Title and Meta Description**: some articles are missing heading tags and the meta description. Besides, they need to be shortened since the optimal length should be between 50 - 160 characters for a meta description and under 60 for the title.

▪ **Headings (h1, h2, and h3):** In the report, we could see that most of the articles have the same h2 and h3 which are "Related Posts" and "Discover new friends with Amintro's online friendship-making service for adults 50+. It's free!". These heading tags could be improved to be more relevant to the title of the article.

c. **Actionability: T**here are 3 actions that we expect users to do after reading an article and we recommend to add these CTA for all landing pages

▪ **Click on one of our related posts:** We can consider having only 1-3 articles for this section to help users make a quick decision

▪ **Download the app:** it's important to have a CTA button when users visit a landing page on their phones

▪ **Sign up for Newsletters:** We can produce content based on users' search terms to generate the conversion at the end.

d. **Accuracy:** Some articles need to be updated in the audit report since their content are out-of-date

Conclusion: Based on the content audit report, Amintro has only evergreen and hub content. Therefore, to drive awareness, we could think about improving our content or creating hero content about true stories of people who found their friends or soulmates thanks to Amintro.

Strategic ideas

Based on our user persona, we can see that seniors tend to find Amintro to make new friends and enjoy their lives more happily and healthily. Therefore, to connect with our users, we might think of touching these points:

- **Pain points**: Loneliness
- **Needs**: Friendship, Mental health, Wellness and Activities

These search terms have been searched gradually over the past 12 months on Google Trends
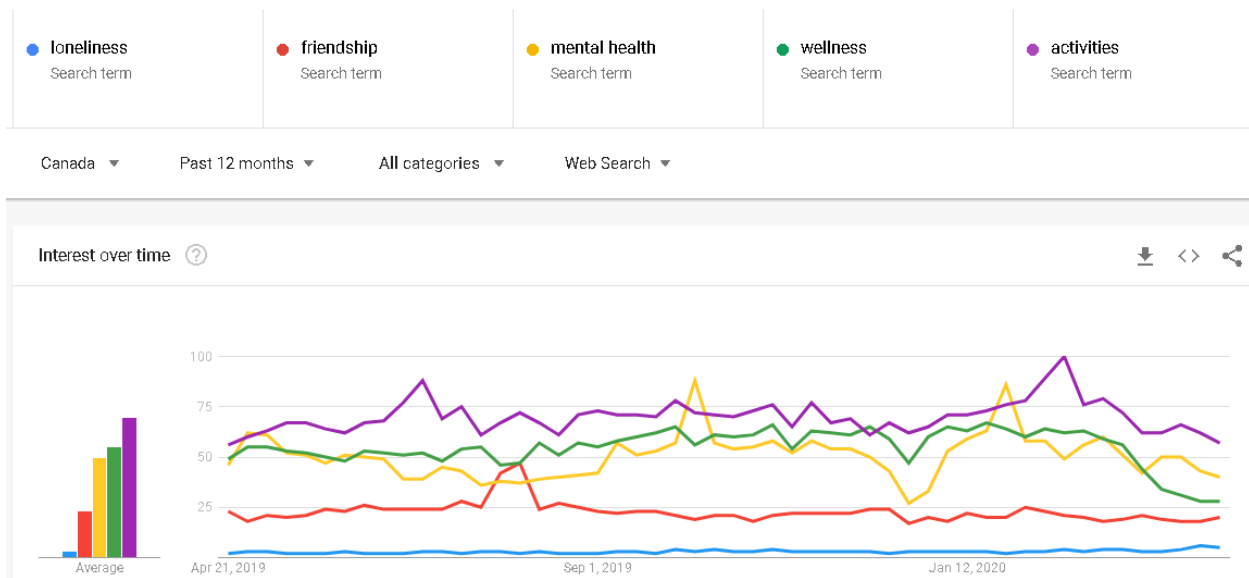
Since Activities has the highest searching range, organize some activities for our members such as a book club, gardening or yoga sessions might gain their interest. We might think of adding a new section on the Amintro website for all users to check what activities for a week. Besides, they need to sign up to join these activities.

Secondly, Mental health and Wellness are the search terms that have a high searching range only behind Activities. Therefore, we might think about having a live chat section with doctors and counseling on the Amintro website so that seniors could ask about their concerns related to physical and mental health.

Finally, since Friendship and Loneliness have the lowest search ranging, creating a Q&A section on the website is crucial so that new users can understand how Amintro helps them find new friends and how to use the app.

Suggested first go to market idea/test/experiments

Since my priority is organizing activities for Amintro's members, we could start by adding some Eventbrite links in our newsletters to see the percentage of users registering. If the percent is high, we will then add events links in related articles to see what types of events that users would like to join the most by tracking data on Google Analytics. Finally, we can choose the best engagement activity to organize by ourselves.

Future thoughts/investments/considerations

We could see in our Content Audit that our resources are sufficient with more than 200 articles. Therefore, it's important to edit and maintain these articles by doing the following:

- Review our content regularly for whether it is still timely, still supports the strategy, and relevant for the audience.
- Fix technical errors: broken links, missing headlines and meta description.
- Repurpose the content: revamping the most popular past content by using Google Analytics and turn them into videos, infographics, podcasts, etc.
- Repackage the content by deconstructing some long articles into smaller, modular assets. Those assets can be combined with other relevant information on the topic to form a new piece that might be more attractive to seniors.
- Consider having an unplanned content update if there are some changes outside the plan, for example, COVID 19
- Organize a survey or an interview monthly to get feedback from our users

If I was to work for Amintro

I would like to do these things:

- Check their data over the past 2 years to see the performance of their content, how their users flow and if there is any specific trend in the timeline over a year.
- Interview seniors that are members of Amintro to understand more about audiences' insight
- Do some A/B testing visual, copy and videos on Amintro. Since the content format is mostly articles so it would be better to test some new content formats
- Checking for relevancy of topics and titles via Google Trends before produce every new piece of content