

Concrete

CONTENT AUDIT

Linh Dinh

Table of Contents

Executive Summary	3
Company Goals	4
Audit and Analysis.....	4-11
Content Quality.....	4
Content Effectiveness	4
Usability.....	5
Accessibility	6-11
Competitor Comparison.....	11-13
Final Recommendations	13
Sources	13-14

Executive Summary

Concrete is an independent design agency with an international reputation for strategic thinking, creative design, and dedicated client service. Their specialties include brand strategies, creative, and campaigns that encompass tactics such as visual identity, naming, advertising, package design, websites, environments, digital and print content. Therefore, their primary target audience is companies that need solutions for branding and marketing strategies.

This report provides an analysis and evaluation of the current content of Concrete. Based on their company goals, which are finding new clients and building brand loyalty, this report outlined what they have done efficiently so far, as well as problems that they might need to address in these fundamental elements of an audit: Content Quality and Effectiveness, Usability, and Accessibility. By using different tools and tests, each element is analyzed to see how well they align with the business drivers.

In addition to auditing the site against the business goals, this report also assesses competitors' sites to see how they compare in the following areas of Accessibility: Learnability, Efficiency, Memorability, Errors, and Satisfaction.

After auditing the content, here are the findings:

- Content Quality: All of their articles are relevant, easy to read, audience-appropriate, and consistent, but it's not current, on-message, broad, and deep.
- Usability: It's an easy-to-use platform where users can perform tasks efficiently; however, the complex design might make them uncomfortable while navigating.
- Accessibility: The website content is robust and understandable, but needs to be more perceivable and operable.

Most important recommendations discussed include:

- Content Quality: Adding Call-to-action that is more relevant to the goals.
- Usability: Resizing the oversized visual content so that users can navigate the website more easily.
- Accessibility: Providing alt text for all images.

The report also investigates the fact that the analysis conducted has limitations. Lack of site analytics data makes it impossible to measure Content Effectiveness.

Company goals

As a creative agency, Concrete produced content on their website to achieve two goals including:

- Acquiring new clients
- Building brand loyalty

To do that, the company should improve its online presence by having a strong message and a clear call-to-action on their website to reach potential clients and retain their customers.

Audit and Analysis

1. Content Quality

a. Relevant

Most of their content showcase their works and the case studies of their clients, which is relevant to their goals: showing their strength and selling point to attract new clients and building loyalty with their current ones.

b. Current

The content is outdated. The most recent article was in July last year, so they should resolve this problem. Moreover, all their content is not related to current trends.

c. Easy to read

Each article has visual components, and all of them are high-quality images. The article usually breaks into short paragraphs, so it's easy to read. However, there are no headlines and ledge for all articles, so it's not scannable for users.

d. Audience-appropriate

Showcasing their work and illustrator for each project that they did in the past helps them build credibility for clients.

e. Consistent

All their content is written in the same way and followed the editorial guide.

f. On-Message

The call-to-action is not strong enough. All their content has the same call-to-action which are "Copy link" and "Read news". They can think about changing the call-to-action to be more relevant to their goals.

g. Sufficiently Broad and Deep

- **Breadth:** The range of subjects is limited. All of their content is about case studies without any educational or trendy content.
- **Depth:** Some articles are too short (under 500 words) with only 1-2 paragraphs. Since their business model is B2B, it's rational to produce short articles so that their clients can save their time for reading all of their content. However, if the length is too short, the content is not sufficient for the audience to get valuable information or understand what the brand can deliver.

2. Content Effectiveness

Since I didn't have access to their site analytics data, my audit can't measure content success.

3. Usability

To evaluate the usability, I used the SUS (System Usability Scale) since it's cheaper and faster than many other tests while still valid. I got 70 as a result, which is higher than the average score (68). The result shows that their website usability is ok, but still can be improved to help them get more clients.

Questions	Rating out of 5
I think that I would like to use this system frequently.	3
I found the system unnecessarily complex.	4
I thought the system was easy to use.	3
I think that I would need the support of a technical person to be able to use this system.	1
I found the various functions in this system were well integrated.	3
I thought there was too much inconsistency in this system.	1
I would imagine that most people would learn to use this system very quickly.	4
I found the system very cumbersome to use.	2
I felt very confident using the system.	4
I needed to learn a lot of things before I could get going with this system.	1

Strongly Disagree

Strongly Agree

1	2	3	4	5
---	---	---	---	---

According to Nielsen Norman Group, these elements need to be addressed to see where the places for improvement are:

- a. Learnability:** It's easy for users to accomplish tasks—such as contacting the company and sharing an article on social media platforms—the first time they encounter the design since there are not many steps to take. Besides that, their call-to-actions are included at the bottom of all articles.
- b. Efficiency:** Once users have learned the design, they perform tasks immediately.
- c. Memorability:** When users return to the design after a period of not using it, it's easy for them to reestablish proficiency.
- d. Errors:** All the tasks that users need to do are basic and straight forward, therefore, slips and mistakes are avoidable.
- e. Satisfaction:** The design is too complex with a lot of big-sized images all over the place, which makes users might feel uncomfortable when navigating on their website.

4. Accessibility

I used The Functional Accessibility Evaluator (FAE) tool to evaluate the accessibility of the company’s website. For the result, there are 4 violations and 1 warning which represented issues. 25 Manual Checks meant these elements need to be reviewed to determine if accessibility requirements have been met.

	Violations	Warnings	Manual Checks	Passed
Number of Rules	4	1	25	22

By using P.O.U.R- Accessibility standards, I will go into more details in each element:

a. Perceivable

- **Text alternatives:** There is a violation which is an image missing text alternatives

	Violations	Warnings	Manual Checks	Passed
Number of Rules	1	-	-	-

ID	Rule Summary	Result
Image 1	Images must have alt text	Violation

- **Captions and other alternatives for multimedia:** The website has some videos that need to be manually checked to ensure that they meet the requirements

	Violations	Warnings	Manual Checks	Passed
Number of Rules	-	-	3	-

ID	Rule Summary	Result
Video 7	<u>video element must have audio description.</u>	Manual Check
Video 4	<u>video must have caption</u>	Manual Check
Video 1	<u>video for video only must have alternative</u>	Manual Check

- **Adaptable:** Most of their content can be presented in different ways, including by assistive technologies, without losing meaning. However, one problem that the company should address is that landmarks must be uniquely identifiable.

ID	Rule Summary	Result
Landmark 17	Landmarks must be uniquely identifiable	Violation
Order 1	Reading order: CSS positioning	Manual Check
List 1	Use semantic markup for lists	Manual Check
Landmark 18	Landmarks must identify content regions	Manual Check
Sensory 1	Not only shape, size and location	Manual Check
Landmark 2	All content must be contained in landmarks	Passed
Heading 5	Headings must be properly nested	Passed
Heading 8	Headings nested in landmarks	Passed
Heading 6	Headings must have text content	Passed
Landmark 9	banner landmark: restrictions	Passed
Landmark 8	banner landmark: must be top-level	Passed
Landmark 10	navigation landmark: restrictions	Passed
Landmark 11	main landmark: must be top-level	Passed
Landmark 13	contentinfo landmark: restrictions	Passed
Landmark 12	contentinfo landmark: must be top-level	Passed

- **Distinguishable:** Concrete might consider checking their use of color, resize text content, and the features of their audio to make it easier for users to see and hear content:

ID	Rule Summary	Result
Resize 1	Resize text content	Manual Check
Color 2	Use of color	Manual Check
Audio 4	Pause, stop or mute audio	Manual Check
Color 1	Text must exceed CCR threshold	Passed

b. Operable

- **Keyboard accessible:** To make sure all functionality is available from a keyboard, it's important to check if interactive functionality is keyboard operable without a keyboard trap.

ID	Rule Summary	Result
Keyboard 2	Interactive functionality must be keyboard operable	Manual Check
Keyboard 3	No keyboard trap	Manual Check

- **Enough time:** It's necessary to check the control moving, blinking, or audio-updating content, and control time limits to ensure that users have enough time to read and use the content.

ID	Rule Summary	Result
Timing 2	Control moving, blinking or auto-updating content	Manual Check
Timing 1	Control time limits	Manual Check

- **Seizures:** Flashing limits need to be manually checked to prevent seizures or physical reactions.

ID	Rule Summary	Result
Timing 3	Flashing limits	Manual Check

- **Navigable:** There are some problems related to link text, page titles, and headings that need to be addressed to help users navigate and find content. Most of the page titles are

not adequately and briefly describes the content of the page. Besides that, there is no heading text in articles and five H1 are missing. H2 and H3 don't follow the heading hierarchy because they are not a conceptual section heading.

ID	Rule Summary	Result
Link 1	Link text must describe the link target	Violation
Landmark 5	banner landmark: no more than one	Violation
Link 2	Link text must be unique	Warning
Focus 1	Focus order must be meaningful	Manual Check
Focus 2	Focus must be visible	Manual Check
List 2	Provide list labels when appropriate	Manual Check
Bypass 1	Skip to main content link	Manual Check
Title 1	title must identify website and page	Manual Check
Navigation 1	At least two ways of finding content	Manual Check
Heading 3	Sibling headings must be unique	Passed
Landmark 3	navigation landmark: at least one	Passed
Landmark 4	banner landmark: identifies branding content	Passed
Landmark 6	contentinfo landmark: identifies admin content	Passed
Landmark 7	contentinfo landmark: no more than one	Passed
Heading 1	Page must have h1 element	Passed
Landmark 1	main landmark: at least one	Passed
Heading 2	h1 must be in main or banner landmark	Passed

c. Understandable

- **Readable:** Concrete should make their text readable and understandable by checking if they can identify language changes

ID	Rule Summary	Result
Language 2	Identify language changes	Manual Check
Language 1	Page must use language code	Passed

- **Predictable:** They should make their content appear and operate in predictable ways by checking these following rules

ID	Rule Summary	Result
Focus 3	Target focus must be in content window	Manual Check
Navigation 3	Consistent ordering of h1 and h2 labels	Manual Check
Navigation 5	Consistent h1 and h2 page section labels	Manual Check

d. Robust

- **Compatibility:** Their content is compatible with current and future user tools.

ID	Rule Summary	Result
Widget 4	ARIA values must be valid	Passed
Widget 5	ARIA attribute must be defined	Passed

Competitor Comparison

After researching, I chose Vanderbrand and Cosette to compare with Concrete because they all are creative agencies specialized in branding, strategy, and digital solutions like Concrete. Regarding the company's goals, it's important to look at usability because if the website is difficult to use, the audience will choose another agency to work with.

Questions	Concrete	Vanderbrand	Cosette
I think that I would like to use this system frequently.	3	3	1
I found the system unnecessarily complex.	4	2	5
I thought the system was easy to use.	3	4	2
I think that I would need the support of a technical person to be able to use this system.	1	1	1

I found the various functions in this system were well integrated.	3	4	3
I thought there was too much inconsistency in this system.	1	1	1
I would imagine that most people would learn to use this system very quickly.	4	3	1
I found the system very cumbersome to use.	2	3	4
I felt very confident using the system.	4	5	3
I needed to learn a lot of things before I could get going with this system.	1	1	1

Strongly Disagree

Strongly Agree

1	2	3	4	5
---	---	---	---	---

My results are 77.5 for Vanderbrand (higher than Concrete) and 45 for Cosette (lower than Concrete). By comparing each element of usability, we can see the reasons for the gap in points between each other.

Elements	Vanderbrand	Cosette
Learnability	It's easy for users to contact the company the first time they encounter the design, since there are not many steps to take. However, there are no call-to-actions in all articles to encourage users to perform this task.	Not as easy as those two, users need to take some steps to contact the company by filling some answers in their form.
Efficiency	Similar to Concrete, once users have learned the design, they perform tasks immediately.	Even when users have learned the design, they might find it difficult to perform tasks because of the complexity of the interface.
Memorability	Similar to Concrete, when users return to the design after a period of not using it, it's easy for them to reestablish proficiency.	Some users might need time to reestablish proficiency after a period of not using the website.
Errors	Similar to Concrete, all the tasks that users need to do are basic and straight forward, therefore, slips and mistakes are avoidable.	It's difficult to find or navigate to the desired location because of the complex and interactive design. Therefore, users might have a slip or mistake while navigating.

Satisfaction	Similar to Concrete, the design is too complex with a lot of big-sized images all over the place, which makes users might feel uncomfortable when navigating on their website.	Users might feel confused trying to find a button because of the complex layout of the page.
--------------	--	--

Final Recommendations

Based on the audit findings, Concrete might consider improving these areas to achieve their goals:

1. Content Quality

- Producing new content for this year since their most recent article was in July last year.
- Including bold headlines and ledges in articles to make the content more scannable.
- Changing the Call-to-action to be more relevant to the goals, such as “Contact Us.”
- Diversifying their content by adding more educational and trendy topics such as How-to articles, Marketing statistic research, etc.
- Articles should be longer than 500 words to dive deeper into a subject.

2. Usability

- Resizing the oversized visual content so that users can navigate the website more easily.

3. Accessibility

- Providing alt text for all images.
- Adding missing H1.
- Link text must be unique and describe the link target.
- H2 and H3 need to represent a conceptual section heading rather than the titles of related articles.

Sources:

<https://fae.disability.illinois.edu/pages/1730acc1074ecf1f/gl/all/page/1/>

<https://www.w3.org/WAI/test-evaluate/preliminary/>

<https://www.w3.org/WAI/standards-guidelines/wcag/glance/>

<https://yoast.com/how-to-use-headings-on-your-site/>

<https://usabilitygeek.com/how-to-use-the-system-usability-scale-sus-to-evaluate-the-usability-of-your-website/>

<https://medium.com/adalab/the-importance-of-usability-10e9871a16d8>

<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>