

Elysium

Report & Audit

Group A

Linh Dinh
Ngoc Thuy Phuong Hoang
Huy Nguyen
Ruth Ogun
Rakesh Kumar Manchikalapati

Content Audit & Analysis

Table of Contents

Executive Summary	2
Customer Objectives	3
SMART Goals	3
Content Quality and Effectiveness	3 - 10
Content Quality	4 - 7
Content Effectiveness	7 - 9
Key Findings.....	9 - 10
Usability and Accessibility	10 - 12
Usability	10 - 11
Accessibility.....	11 - 12
Key Findings.....	12
SEO and Social Media	12- 14
Recommendations	14 - 15

Executive Summary

Elysium is an upscale LA-based travel experience company that gives select influencers an opportunity to expand their platforms experientially. By organizing weekend trips in California, influencers and four fans live together in a luxury residence and have one of a kind experiences. This is a great opportunity for influencers to build authentic connection with their fans in an intimate and safe environment. Moreover, Elysium believes that this experience can help influencers to learn, grow, and continue to stay relevant to their fan base.

As a new company in the Influencer Tourism industry, Elysium is facing challenges regarding showcasing their values to their target audience, which consists of influencers and influencers' management. Therefore, this report provides an analysis and evaluation of the content of an alternative to Elysium to identify the key elements of opportunities and gaps between these two. From there, this report also outlines recommendations that support Elysium's objectives for each stage: Awareness, Consideration, Decision, On Boarding, and Loyalty.

The Influencer Academy (theinfluenceracademy.org) was chosen for the audit analysis because they offer a solution for the problem of Elysium's persona, which is a decrease in both followers and engagement rate on Instagram and Youtube during COVID-19.

The analysis of The Influencer Academy's content includes following audit elements: Content Quality and Effectiveness, Usability and Design (UX), Accessibility and Performance (SEO), and Social Media. After auditing the content, here are the most important key findings:

- Showcasing the syllabus, the benefits, testimonials, and FAQ to build users' trust.
- Designing a multi-page interface to extend the scope of the website and optimize the SEO strategy.
- Identifying influencers' problems and addressing how to solve them to motivate the audience to choose their offer.

To achieve the company's objectives, these recommendations are believed to have the greatest impact:

- Building social media channels (Facebook and Instagram).
- Producing blog content.
- Creating clear guidelines on the website to help the audiences understand our offering as well as the process from start to end.
- Focusing on SEO strategy and best practices.

The report also investigates the fact that the analysis conducted has limitations. The Influencer Academy has not built their social media channels; therefore, it's impossible to analyze their content on these platforms.

Customer Objectives

- **Awareness Stage:** Getting more people aware of Elysium, what it is, and how it can be beneficial to customers.
- **Consideration Stage:** Making people consider Elysium as the best solution to solve their problems.
- **Decision Stage:** Making people take action by registering to Elysium, therefore becoming members and following Elysium's plans.
- **On Boarding Stage:** Working with customers in pre-during-post trip, to provide plans, new content, and feedback.
- **Loyalty Stage:** Getting customers to post about Elysium's benefits on their networks, which means that they would become brand ambassadors.

SMART Goals:

- Get 90 influencers registered on Elysium in the first 6 months since they launched their website.
- Reach 3000 visitors on Elysium's website during the first 6 months.

Content quality and effectiveness

Overall, the Influencer Academy is a single-page website divided into 16 sections to assist the storytelling process meant to guide users down the buy-in funnel. They are:

- | | |
|-------------------|---|
| Section 1: | Asking a question to evoke curiosity while calling out the target audience (bloggers and entrepreneurs) directly. |
| Section 2: | Answer the question |
| Section 3: | Showcase the hectic schedule of a content creator |
| Section 4: | Calling out the emotional struggles of the target audience + CTA to purchase |

Section 5:	List of benefits from the course: tailored-to-your-goals-plan
Section 6:	Introducing the course and its services
Section 7:	Describe the target audience groups by their frustrations + show result by testimonials
Section 8:	Testimonial
Section 9:	Details of courses' modules + Testimonial
Section 10:	Refund and guarantee policy + Testimonial + CTA to purchase
Section 11:	Assure the ROI + Testimonial
Section 12:	CTA to purchase + Testimonial
Section 13:	Describe the target audience by their interests and personalities + Testimonial
Section 14:	CTA to purchase + About
Section 15:	FAQ + Testimonial
Section 16:	CTA to purchase

a. Content quality

This component was assessed by reviewing the following criteria: Relevant, Current, Accurate, Engaging, Easy to read, Audience appropriate, Communicates key messaging, Facilitates key user activities, and Appropriate breadth and depth.

1. Relevant:

- Most of the content is relatable and supports the core business.
- However, some of them are redundant and can be combined together.
- No content has been optimized for keywords that are relevant to the customer journey.

- The call to action copy is unique and inviting. It is shown multiple times throughout the website with 2 options of purchase to choose from.
- However, some of them are placed at unreasonable places (ie: section 4) when users haven't understood what exactly The Influencer Academy is yet.



2. Current

- All content is green.
- No content is responsive to the current events or social trends (Covid-19, black lives matter, etc.) nor there is any information to indicate currency.
- The website could not be found if users searched for terms related to current events.

3. Accurate

- Most of the content is general without proof of authenticity.
- No link to the profile of the testimonial reviewer provided.
- The SEO spider detects 35 broken pages but they do not show up on the actual page.

4. Engaging

- The content shows empathy with the target audience's frustrations and pain points.
- The tone of voice is friendly, personal and has its characteristics
- The images are all high quality and professionally taken (Except the ones for testimonial sections)
- No social media channels linked to the website, including the founder's.
- The content type is not diverse: text and still images only.

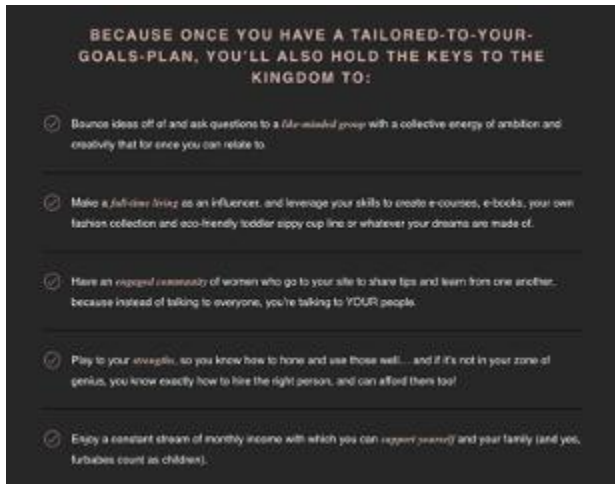
5. Easy to read

- The content is easy to read since it is broken down into sections with big headlines.
- However, the use of 2 different fonts (serif and san serif), font formats (bold, italic, inconsistent sizes, capitals) are not easy on the eyes and may confuse the reader about the underlying meaning of those specific words.



6. Audience appropriate

- The style of language is not straight to the point and easy to understand. The benefits that the course offers are not tangible and specific.



- No complex wordings used.

7. Communicates key messaging

- The assumed key message is as follows: The Influencer Academy is the brand building online program which helps you to define your purpose, set out a strategy, and build up your profitable business.
- No content to elaborate on the message, such as why you have to define your purpose, how your purpose could help your business, and what the course will do to help you achieve this.

8. Facilitates key user activities

- The single-page website supports a linear navigation flow that enables one to enjoy the story without distractions.
- The CTA buttons are placed throughout the website.
- The form filling is simple and easy to use, and auto prompts are also provided.

CONTACT INFORMATION

<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
<input style="border: 1px solid #00aaff;" type="text" value="Email Address email@address.com"/>	<input type="text" value="Email Confirmation"/>

- It allows users to choose and switch payment options.



- The minimal icon of payment methods may not be familiar with every user.



9. Appropriate breadth and depth

- No content to show the specialty and credibility of the page:
 - o why should users choose this course over the others?
 - o how can the users trust that you are an expert in the field?
- Meanwhile, some of the content is redundant and lengthy (section 3,4,6,13). This content could be delivered by a video rather than through text.
- The FAQ section is well done and covers most of the common questions.

b. Content effectiveness

Content effectiveness was evaluated by collating the website content with the user's goal in the customer journey. The report only covers the Awareness, Consideration and Decision phases which are observable on the website.

Phase	Customer goals	Existing content	Gap
Awareness	Finding solutions to improve the number of views and the engagement rate.	Section 1: Asking questions while calling out the target audience (bloggers and entrepreneurs) directly.	Timely contents
		Section 2: answer the question	Content optimized with keywords relevant to the target audience's needs (ie: views, followers, income, engagement, fans, content formats)

		Section 3: Showcase the hectic schedule of a content creator	Content optimized with keywords relevant to the unique selling points of the business (brand building online course)
		Section 4: Calling out the emotional struggles of the target audience	
		Section 6: introducing the course and the service it provides	
		Section 7: Describe the target audience groups by their frustrations + show results via testimonials	
		Section 14: About	
Consideration	Assessing different solutions that potentially solve problems	Section 15: FAQ	Social media channels
		Testimonials	Reasons to choose this course over other courses
		Section 10: Refund policy	In-depth content to build credibility and show expertise
		Section 9: Syllabus	Link to social media channels of the reviewer to prove authenticity and real success stories

		Section 13: Describe the target audience by their interests and personalities to help them decide if this course is suitable for them	Comparison between this course and other options
		Section 5: List of benefits from the course	
Decision	Sign up	CTA to purchase	Support contact points aside from email
		Testimonials	Social media channels
		Payment page: Details of purchased package	
		Payment page: Suggestion for additional courses (Grow your social media following)	

c. Key findings

- Content quality:** The Influencer Academy uses the emotional approach and storytelling to create brand relevance to the target audience. By calling out the frustrations and pain points of the users, the website shows that it understands the situations and struggles that users are facing, thus being able to provide solutions that drive business effectiveness. However, the overuse of emotional touch in wording, lengthy complicated language, as well as a lack of currency and in-depth content, led to the impotence in SEO performance.

The lack of social media channels linked to the website also limits the user experience when they want to explore the brand and see what other users are talking about the course.

- Content effectiveness:** The website has sufficient content for each marketing funnel.

 - Awareness:** For now, users can only find the website by 2 main keywords and via the owner’s personal website. A huge content gap can be filled by timely content, in-depth and relevant content to increase SERP. Building content on social media

channels and running ads where the target audience is active will also increase the brand exposure effectively.

<input type="checkbox"/>	KEYWORDS		VOL	POSITION	EST. VISITS	SD
<input type="checkbox"/>	the influencers	↔	5,400	18	2	20
<input type="checkbox"/>	theinfluencer	↔	5,400	8	106	33
<input type="checkbox"/>	julie solomon	↔	4,400	6	149	20

https://app.neilpatel.com/en/traffic_analyzer/keywords?domain=theinfluenceracademy.org&lang=en&locId=2840

Referring page	DR	UR =	Referring Domains	Traffic	Anchor and backlink
The Influencer Podcast - Host of The Influencer Podcast, Influencer Marketing and Blog Strategy #www.juliesolomon.net/podcast/	96	48	427	111	Pod & Podcast The Influencer Academy theinfluenceracademy.org
The Influencer Academy By Julie Solomon backlinks.com/https://theinfluenceracademy.org/	63	19	12	0	DRAGON: theinfluenceracademy.org

<https://ahrefs.com/backlink-checker>

- **Consideration:** the website does a good job to assist users when they are considering between options. By showcasing the syllabus, the benefits, testimonials, and FAQ, users can understand the service that this course offers, hence making their decision easier. However, the experience can be improved by highlighting the USP of the business, focusing on the comparison with other options and the credentials of the coach to convince users.
- **Decision:** the payment page is easy to use with options and additional offers. It backs up user decisions by showing the testimonials again along with the details of the package that they are purchasing. This is a good practice that we can consider following. Besides that, we can aid the user's decision by offering free trials, a discount program for new users, or by giving them a contact point to assist them further if needed.

Usability and Accessibility

a. Usability

The System Usability Scale was used to determine the usability of the website. The usability of the website is 62.5. This percentile range is good and acceptable, but also needs improvement. Even though the usability score of the website is average, the content on the page is lengthy and time consuming to digest which reduces the number of registrations or influencer signups. There could be changes made to make the signup process less complex and more reliable. Table 1 below shows the System Usability Scale breakdown.

S/N	Usability Questions	Score	Final Score	
1	I think that I would like to use this system frequently.	3	2	
2	I found the system unnecessarily complex.	3	2	
3	I thought the system was easy to use.	3	2	
4	I think that I would need the support of a technical person to be able to use this system.	1	4	
5	I found the various functions in this system were well integrated.	4	3	
6	I thought there was too much inconsistency in this system.	3	2	
7	I would imagine that most people would learn to use this system very quickly.	4	3	
8	I found the system very cumbersome to use.	3	2	
9	I felt very confident using the system.	3	2	
10	I needed to learn a lot of things before I could get going with this system	2	3	
			25	X2.5
		Total	62.5	

b. Accessibility

To determine if the design principles and guidelines of P.O.U.R. (Perceivable, Operable, Understandable, Robust) were properly implemented in the overall design of “Theinfluenceracademy.org” website.

1. Perceivable

- All of the information and content on the website is image and text based which makes it difficult for individuals that have an array of perceptive preferences and needs to perceive the information; this means that blind people will not be able to access this content as it does not have a text alternative.
- There should be text alternatives that render text into oral, visual, or tactile ways so that text-based information is able to be presented and then manipulated into whatever form that will best meet the needs of the user. An example may be that a blind person will be able to understand a picture if their browser is able to read the text alternative out loud.

2. Operable

- The website gives enough time to fill the forms on the site. The website does not contain content that flashes and there is no motion-triggered animation.
- There should be quick ways to get back to the top of the page after scrolling to the bottom of the page since it is a comparatively longer page.
- There could be burger menu added and content on the home page could be spread out around different pages to make it more navigable. Descriptive headings and labels are vital. In order for an individual to be able to navigate back to the home page, there should be some type of breadcrumb trail, a link to the home page, an indication of the current location with navigation bars, and/or a site map.

3. Understandable

- The web content is easily readable and understandable. It uses the default English language which is the language for the target audience. The site also uses predictive text making it easy to fill the forms on the website.

4. Robust

- The content on the website is robust and can be interpreted confidently by a wide variety of different user agents, including those like assistive technologies.

c. Key Findings

- The website got a low score of 62.5 on the usability scale which indicates the scope for improvements
- Theinfluenceracedamy.org is single page website and making it have a multi-page interface would help it to extend the scope of the website and will optimize the SEO strategy
- No text alternatives on website
- No burger menu or quicker ways to get back to the top of the page
- Uses predictive text making it easy to fill the forms

Performance and Social Media

- Website speed - 4.9 seconds, which is near perfect to the standard website speed of 5 seconds.
- Page link and root domain link seem to be doing very well
- With 32 images on the website, no ALT attributes are missing.
- Social profiles not found on the website.

<https://www.woorank.com/>

Indexing

✖ **URL Resolve** ⚙️ ⚙️ ⚙️

Warning, no 301 redirects are in place to redirect traffic to your preferred domain. Pages that load successfully both with and without www. are treated as duplicate content!

✖ Not all versions of your page point to the same URL.

URL	Resolved URL
http://theinfluenceracademy.org/	https://theinfluenceracademy.org/
http://www.theinfluenceracademy.org/	https://theinfluenceracademy.org/
https://theinfluenceracademy.org/	https://theinfluenceracademy.org/
https://www.theinfluenceracademy.org/	ERR_TLS_CERT_ALTNAME_INVALID

✔ **Robots.txt** ⚙️ ⚙️ ⚙️

https://theinfluenceracademy.org/robots.txt

✖ **XML Sitemap** ⚙️ ⚙️ ⚙️

No sitemap found in your robots.txt.

▶ **URL Parameters**

Good, the URLs look clean.

▶ **Hreflang Tags**

No hreflang tags were found on this page

Show more

Performance

Asset Minification



89%

You could reduce (52.6 KiB) by minifying the asset(s) listed below.

URL	Reduction size
/wp-content/plugins/divi-hacks/styles/index.php	52.6 KiB (11%)

Asset Compression



Perfect, all your assets are compressed.

Asset Cacheability



Perfect, all your assets are cached.

Content

Title Tag



The Influencer Academy | By Julie Solomon

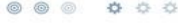
Length: 41 character(s) (312 pixels)

Meta Description



Missing

Headings



<H1>	<H2>	<H3>	<H4>	<H5>
46	9	17	32	30
<H1>	Here's a scroll-stopping question for bloggers + entrepreneurs who put in CEO-amount of ho...			
<H1>	Listen—those things are important.			
<H1>	Let me know if this sounds familiar:			

Show more

Recommendations

Based on the key findings, there are 4 recommendations that we have chosen to help Elysium achieve their business goals. In the first 6 months, we concentrated on content strategy in the Awareness and Consideration phases.

a. Awareness phase

- **Building social media channels (Facebook and Instagram):** Even though The Influencer Academy has not built their social media channels, it's important to build these platforms to reach the target customer since Elysium's user persona is active on Instagram and Facebook. Moreover, using social media channels is a great way to promote the website, which helps increase the traffic, which is one of our goals.

- **Focusing on SEO strategy and best practices:** We found that the Influencer Academy didn't optimize their SEO elements; therefore, it might be hard for users to find their website. Elysium needs to ensure that the website follows SEO best practices so that influencers can find the website easily on Google during researching.
- **Building blog content:** the Influencer Academy did a great job in identifying influencers' problems and how they can help influencers to solve them. Therefore, Elysium might consider producing articles based on long-tail keywords that influencers might search to find solutions for their problems in the Awareness phase. Moreover, this also helps increase Elysium's website traffic.

b. Consideration phase

- **Creating clear guidelines on the website to help the audience understand our offering as well as the process from start to end:** On the Influencer Academy website, their content flow guides users step-by-step how to register for their course. Therefore, Elysium can apply this to the website. Moreover, it's important to include the FAQ section and content related to benefits as well as what influencers can expect if they chose Elysium.