

SITEWORX

USG.com
Content Strategy Workshop

March 19, 2018

AGENDA

01 Our content strategy goals

1:00-1:20 PM

02 USG's top content problems & solutions

1:20-2:20 PM

02 Break!

2:20-2:30 PM

04 Content & info architecture priorities

2:30-2:45 PM

AGENDA

05 Exercise: Message Architecture

2:45-3:30 PM

06 Break!

3:30-3:40 PM

07 Top Task & Navigation Testing

3:40-4:00 PM

08 Exercise: Brand Page Content Mapping

4:00-4:30 PM

09 Next Steps

4:30-4:40 PM

Situation Analysis

B2B customers now expect an online experience as good as the one they have on Amazon.com or Homedepot.com. They want to be able to find and compare products easily, read product information that answers their questions, and then easily specify or find a distributor – or even better, transact – once they've decided what they want to buy.

Unfortunately, USG.com does not currently meet these expectations. The site is not easy to browse or search for products, and it provides very little guidance to help customers understand the difference between products. Much of USG's best product information is still buried in its print catalogs and brochures.

Vision

The ideal web strategy for USG.com focuses on helping customers find products and on providing content that answers their questions. This will require significant improvements to the site's global navigation, search, faceted browsing, product category and detail pages, and product information.

Group Exercise

Prioritize content as if you were a customer

10 minutes

USG.com Top Task Survey

You are shopping for building materials for a new construction or remodeling project. Select the 5 items that are **most important** to you when visiting the USG website. Enter a 1 next to the MOST IMPORTANT item, 2 for the next most important, then a 3, 4, and 5. **Only enter numbers next to 5 items – leave all the rest blank.**

- A product's performance specifications, such as acoustics, fire rating, and mold resistance
- Pricing
- Close-up photos of products
- Photos of products installed in a room or building
- Recommended products for fire safety, acoustics, seismic, moisture, and other applications.
- Shopping by product category, such as ceiling tiles, drywall, or backer board.
- Favorite's list for saving product you like.
- Products recommended for the type of building or room I'm working on
- Sustainability, LEED, and green information such as % recycled content
- Guides that help you compare and select products

A dark, monochromatic photograph of a modern office interior. The space features large, multi-paned windows on the left and right, brick walls, and a dining table with chairs in the center. The ceiling has exposed beams and a grid of lights. The overall atmosphere is industrial and minimalist.

Our content strategy goals

Our content strategy goals are to develop:

- 1. Your Content Vision** - What content, imagery and multimedia should your site have? Where does all this content live on the site? What is the ideal tone and voice of this content?
- 2. An Achievable Scope for Launch** - Given limited time and resources and everything else that we need to do for launch, what can we realistically achieve? How do we prioritize content and focus on what's most critical first, and phase in the rest later?
- 3. A Content Production Plan** - How do we estimate how much time and resources we'll need? Do you have the right kind of resources? Do you have the right workflow and governance processes in place to meet the new content standards and still be efficient?

Rules of Engagement

Working together, we can overcome content chaos with some simple rules:

WE WILL

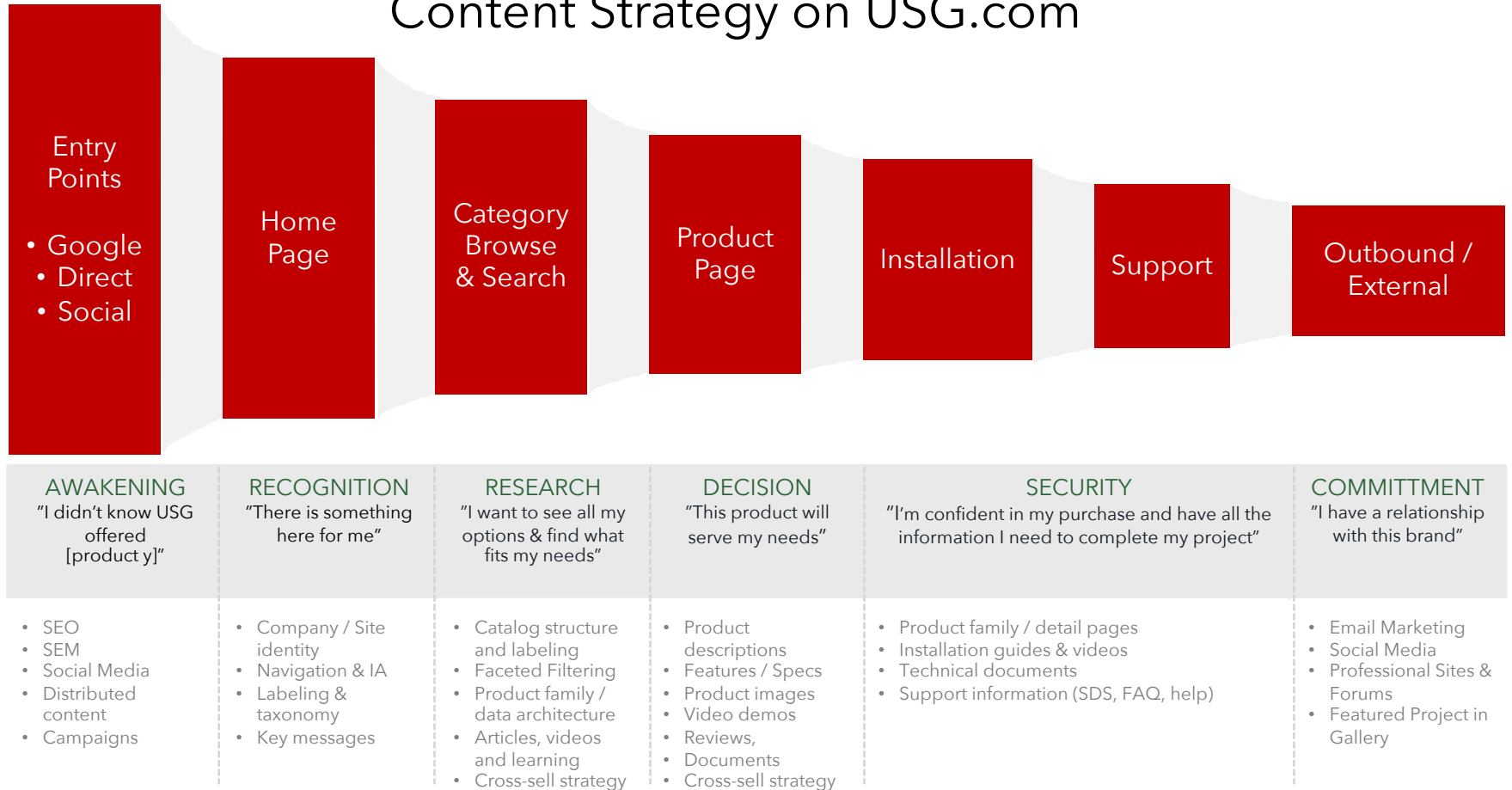
- ✓ Prioritize the content needed at launch, and publish more in follow-up phases
- ✓ Identify key people early and assign Subject Experts to content ASAP
- ✓ Archive / Delete as much of the existing site content as possible before beginning
- ✓ Minimize review points and be clear on the exact task of each reviewer
- ✓ Stagger content production to reduce bottlenecks

Rules of Engagement

WE WILL NOT

- ⊗ Underestimate the time it takes to produce content (it always takes longer than you expect!)
- ⊗ Migrate all of the current site's content (this is the time for a Spring clean!)
- ⊗ Dismiss hiring professional web writers and content managers because of cost
- ⊗ Start writing until we have a digital style guide
- ⊗ Allow reviewers to make direct edits to the content in the CMS

Content Strategy on USG.com



A dark, industrial-style interior with large windows, brick walls, and a dining table with chairs. The scene is dimly lit, with light coming from the windows and some overhead fixtures. The overall atmosphere is modern and professional.

Why does USG.com need Content Strategy?

Because bad things happen when you don't have a content strategy

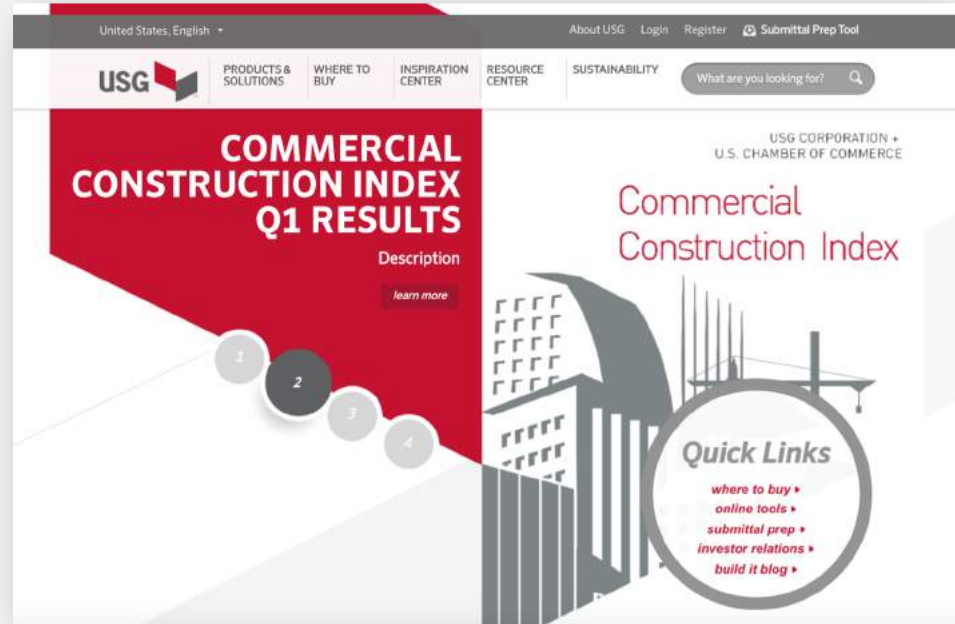
- **Delayed site launches** because content isn't "ready".
- **Broken designs** because the filler content the design team used to create wireframes and visuals doesn't fit the real content once it's finally written.
- **Uneven Voice** because there are multiple authors and no editorial processes or style guidelines.
- **Low-performing SEO and marketing pages** because the content on them isn't useful to customers.
- **Dead blogs / social channels.** You launch a blog and then stop updating it after a few months, because there was no long-term plan for content maintenance.
- **Customer confusion and service calls** because of old, inaccurate or poorly written content; or because they can't find the content to begin with (because it's poorly categorized and tagged).

Because you cannot fix your site with design!

That's because most of your site's problems are content, information architecture, and product data foundation problems -- not user interface problems.

Product content and data form the foundation of your website. The quality and structure of this information determine whether or not customers can find your products and confidently choose the ones that meet their needs.

To create a great website, you need to address your content and data problem first. Because as any good builder knows, you need to fix your foundation before you renovate!



A dark, industrial-style interior with large windows, brick walls, and a dining table with chairs. The scene is dimly lit, with light coming from the windows and some overhead fixtures. The text is overlaid in the center in a bright white font.

USG.com's biggest content and information architecture problems & solutions

Problem

It's too hard to find products

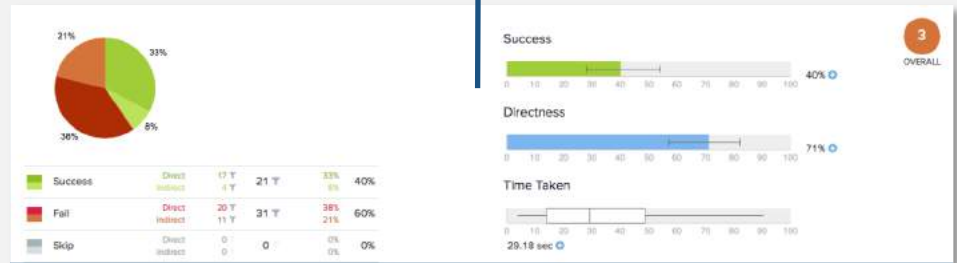
If customers can't find your products, they will become frustrated.

Worse, they may not even realize many of your products exist at all!

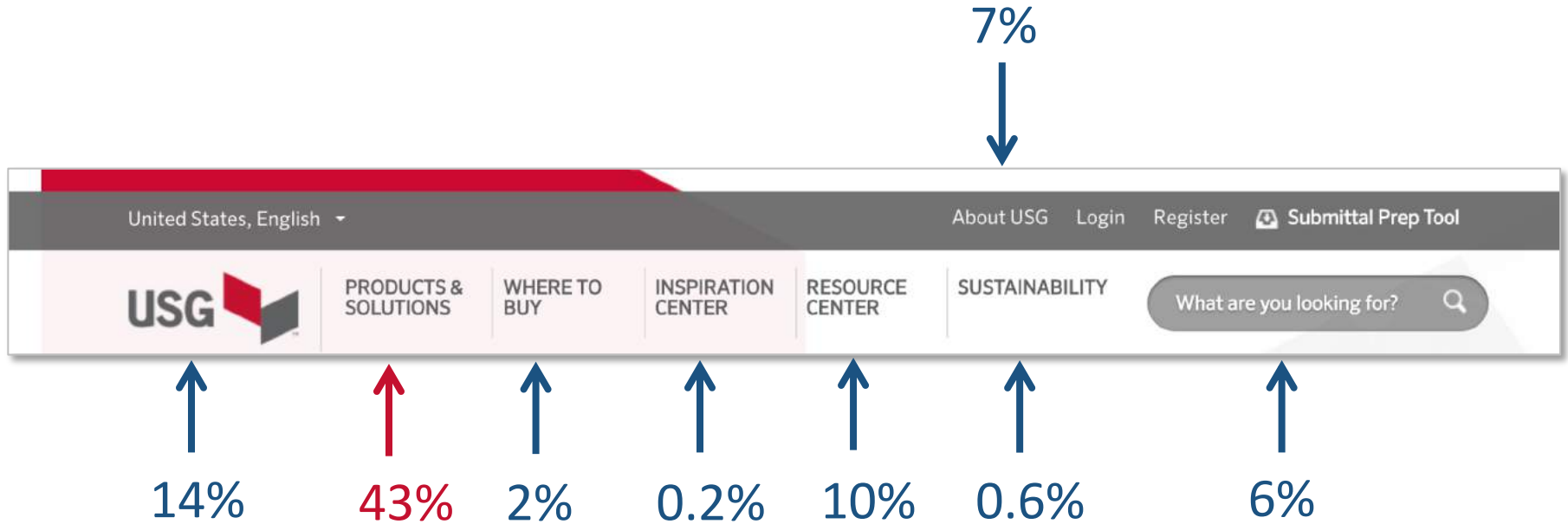
46% of *current* customers could not find Durock cement board (#1 keyword search on USG.com)



60% of *current* customers could not find acoustic sealant (#10 keyword search on USG.com)



USG's global nav is not aligned with customers' interests



% traffic by site section (Oct 2017-Jan 2018)

Products & Solutions is bad for SEO and navigation



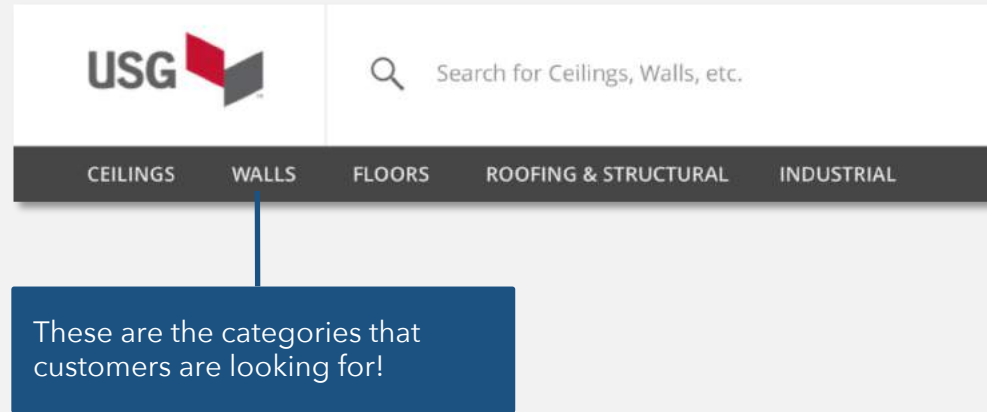
Products & Solutions says nothing unique about USG, has no SEO value (nobody searches for "Products" in Google), does not contain any keywords customers are looking for, and forces customers navigate one level deeper in the site tree than is necessary.

Solution 1

Product category focused global navigation

As a manufacturer, the vast majority of your site's visitors are looking for product information; thus, your site's global navigation should be optimized for finding products over other content.

Listing product categories in your site's navigation - a best practice borrowed from B2C e-commerce - is better for SEO, for company identity, and for findability, because it encourages browsing, which is far more accurate than searching.



Solution 2

Make category labeling more SEO and customer friendly

Almost nobody searches for Wallboard or Backerboard in Google, or internally within the site.

Search Term	Total Unique Searches
durock	677
Durock	517
radar	481
durock cement board installatic	480
mars	370
radar ceiling panel	311
cement board	310
joint compound	275
Cement board	272
acoustical sealant	266
sheetrock	254
3270	246
durock cement board	229
3260	219
ceiling tiles	217

Top 15 Internal Search Terms for USG (4 months)

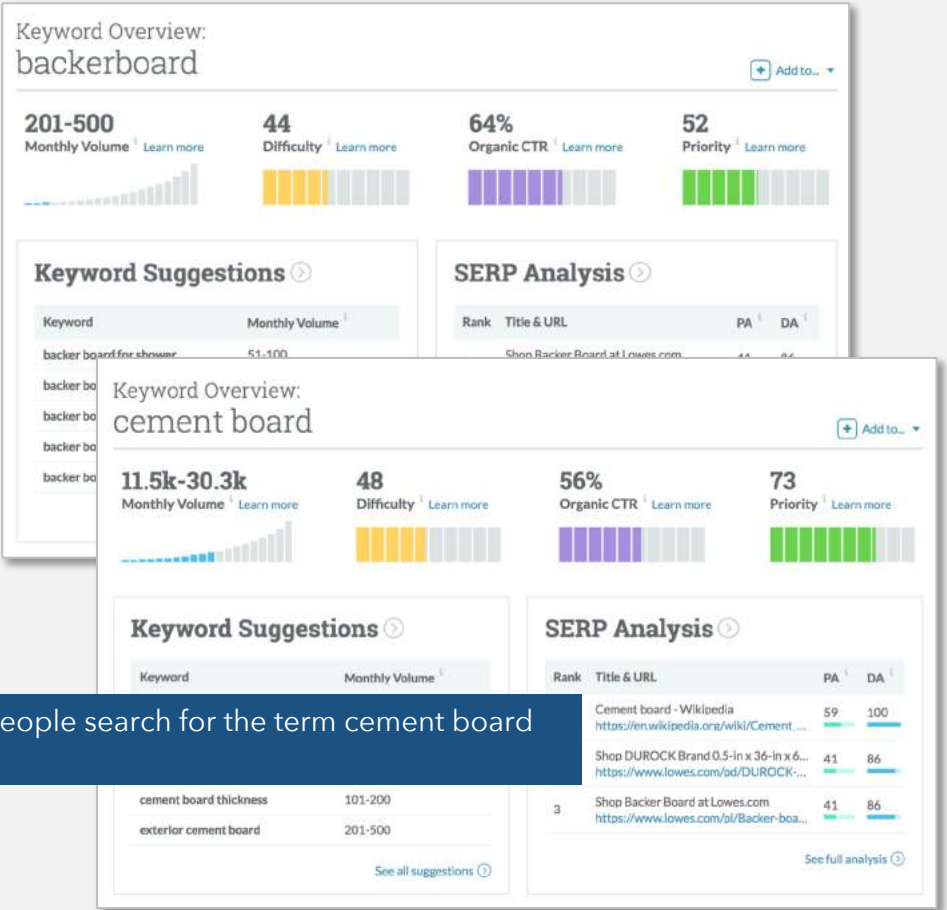
Far more people search internally within the site for the term cement board.

Solution 2

Make category labeling more SEO and customer friendly

Almost nobody searches for Backerboard in Google, or internally within the site.

Instead, customers search for cement board (or Durock). Changing this category label to cement board will capture more customers early in their research phase, where they are searching for more generic keywords.



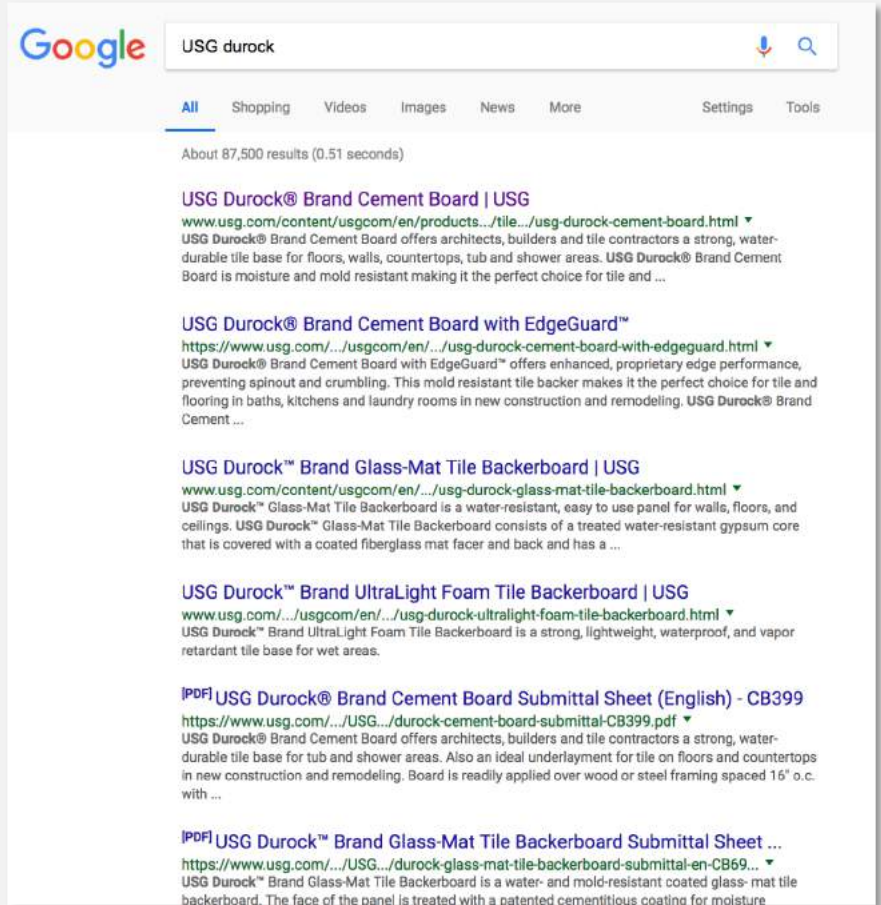
Far more people search for the term cement board in Google.

Solution 3

Create landing pages for your top brands

When customers search for Durock in Google they get many many results.

The number 1 result is for a product page on USG.com – but USG’s Durock product line is much broader than this.



The screenshot shows a Google search for "USG durock". The search bar contains "USG durock" and the search button is visible. Below the search bar, there are tabs for "All", "Shopping", "Videos", "Images", "News", and "More". The "All" tab is selected. The search results show "About 87,500 results (0.51 seconds)". The first result is "USG Durock® Brand Cement Board | USG" with a link to "www.usg.com/content/usgcom/en/products.../tile.../usg-durock-cement-board.html". The second result is "USG Durock® Brand Cement Board with EdgeGuard™" with a link to "https://www.usg.com/.../usgcom/en/.../usg-durock-cement-board-with-edgeguard.html". The third result is "USG Durock™ Brand Glass-Mat Tile Backerboard | USG" with a link to "www.usg.com/content/usgcom/en/.../usg-durock-glass-mat-tile-backerboard.html". The fourth result is "USG Durock™ Brand UltraLight Foam Tile Backerboard | USG" with a link to "www.usg.com/.../usgcom/en/.../usg-durock-ultralight-foam-tile-backerboard.html". The fifth result is "[PDF] USG Durock® Brand Cement Board Submittal Sheet (English) - CB399" with a link to "https://www.usg.com/.../USG.../durock-cement-board-submittal-CB399.pdf". The sixth result is "[PDF] USG Durock™ Brand Glass-Mat Tile Backerboard Submittal Sheet ..." with a link to "https://www.usg.com/.../USG.../durock-glass-mat-tile-backerboard-submittal-en-CB69...".

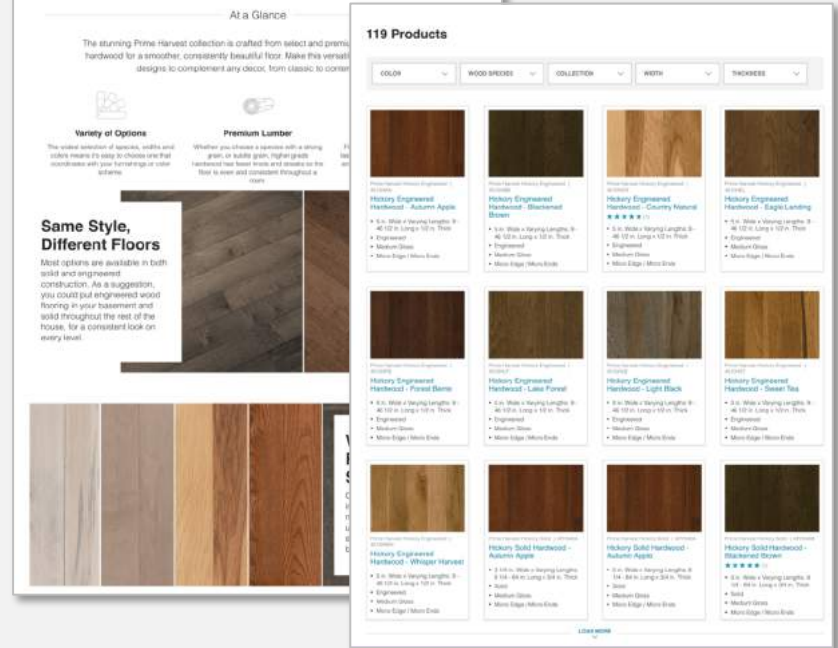
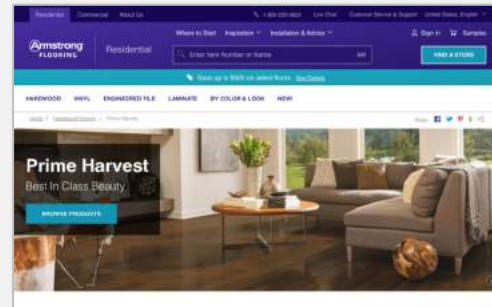
Solution 3

Create landing pages for your top brands

We recommend you create a single landing page for the Durock brand (and all your other popular brands) that enables customers to browse ALL products within that super family.

And it has to be a faceted browse page, not just a pretty marketing page.

Eventually this page will become the number #1 result in Google.



Solution 3

Create landing pages for your top brands

Creating brand landing pages gives you a good place to direct customers who search for general brand names (which is most customers).

Most of the top 25 internal search terms are USG brand names

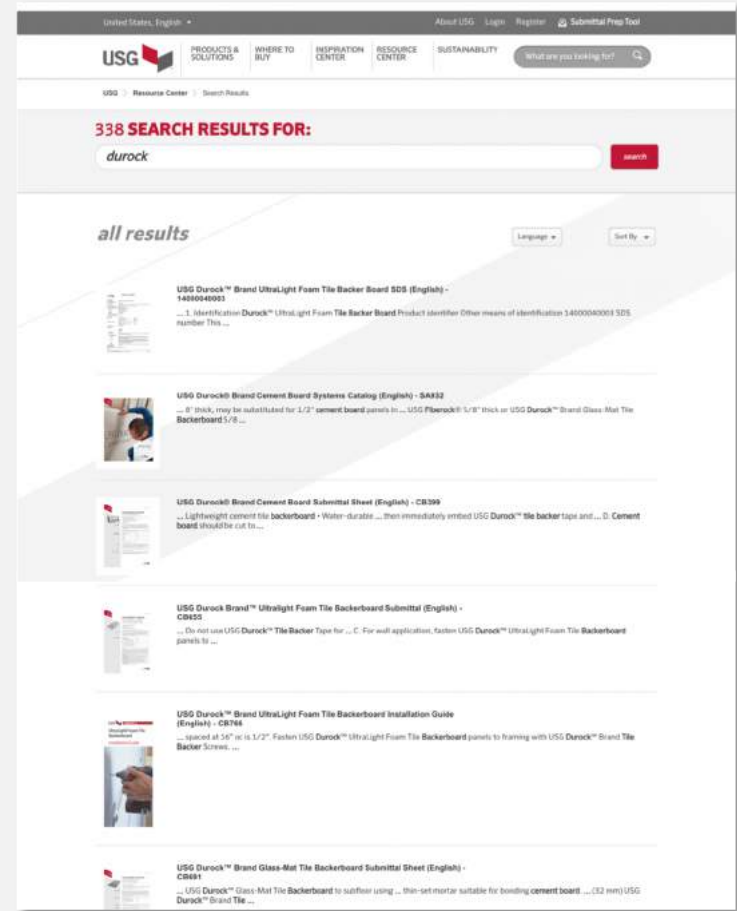
Search Term	Total Unique Searches
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joint compound	275
Cement board	272
acoustical sealant	266
sheetrock	254
3270	246
durock cement board	229
3260	219
ceiling tiles	217
mars climaplus	217
climaplus	200
ceiling tile	194
compasso	193
securock	193
halcyon	183
fiberock	179
2310	171
clean room	171

Solution 4

If customers search for exact matches, skip the results page

If a customer searches for Durock, joint compound or other keywords that match the title of a category or landing page - skip the search results page entirely and take customers to a landing page instead!

A category landing page with good content and faceted navigation is *almost* always a better experience for customers than a list of search results.

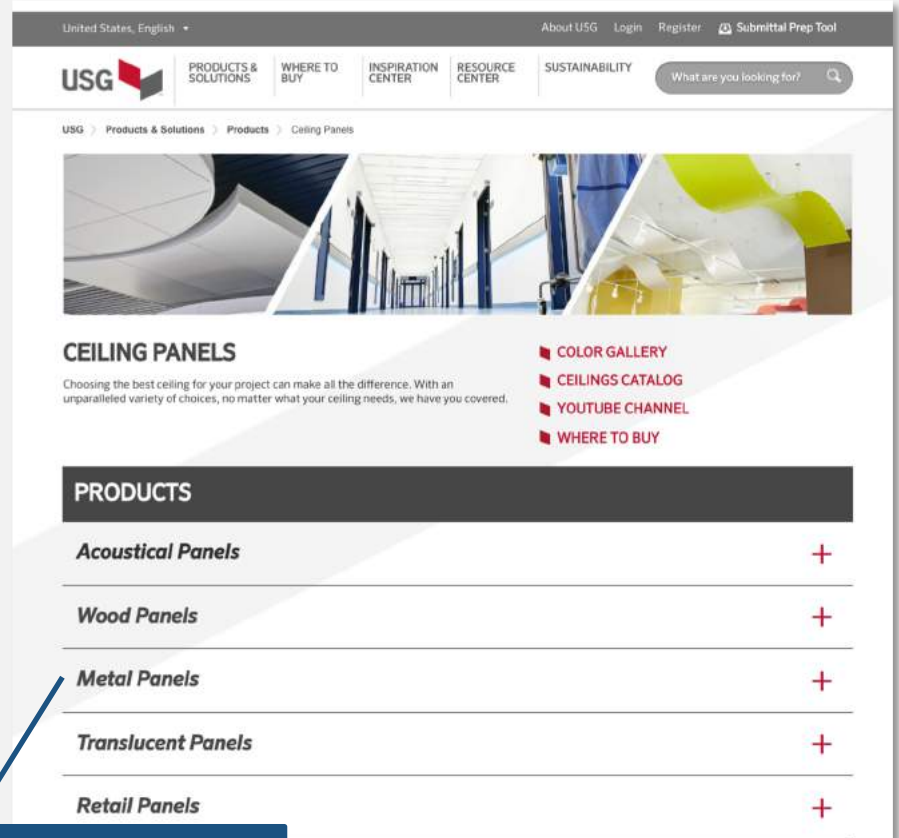


Solution 5

Create landing pages for categories with SEO value

In many cases, you should create additional product category pages for SEO, usability, and business reasons.

For example, wood, metal and translucent ceiling panels are different enough that they each deserve their own landing page, with their own set of faceted filters.



Each of these categories needs it's own landing page, with faceted filtering.

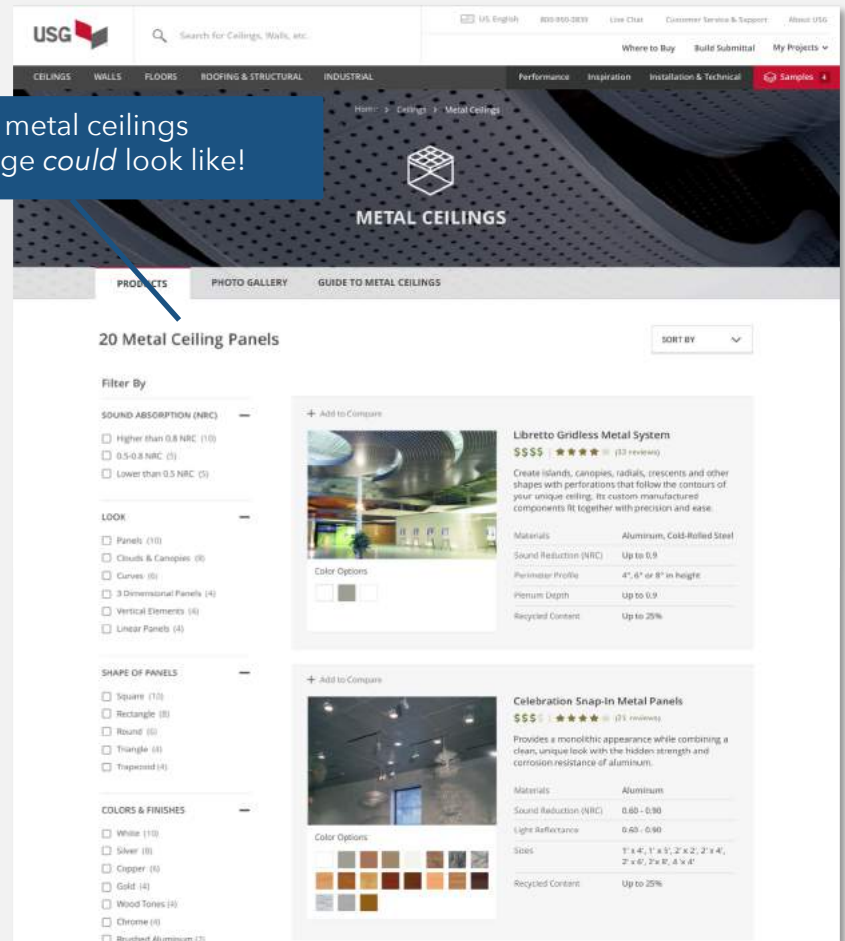
Solution 5

Create landing pages for categories with SEO value

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For example, wood, metal and translucent ceiling panels are different enough that they each deserve their own landing page, with their own set of faceted filters.

What a new metal ceilings category page *could* look like!



Solution 6

Convert categories primarily based on specifications into filters

For example, the drywall category page should instead list products directly, and enable customers to filter by size, performance, % recycled content, etc.

We need to untangle this confusing mixture of categorization:

- Performance (fire and abuse resistant)
- How green they are
- Shape (linear)
- Different product types (Backerboard)
- Not sure what "regular" panels are

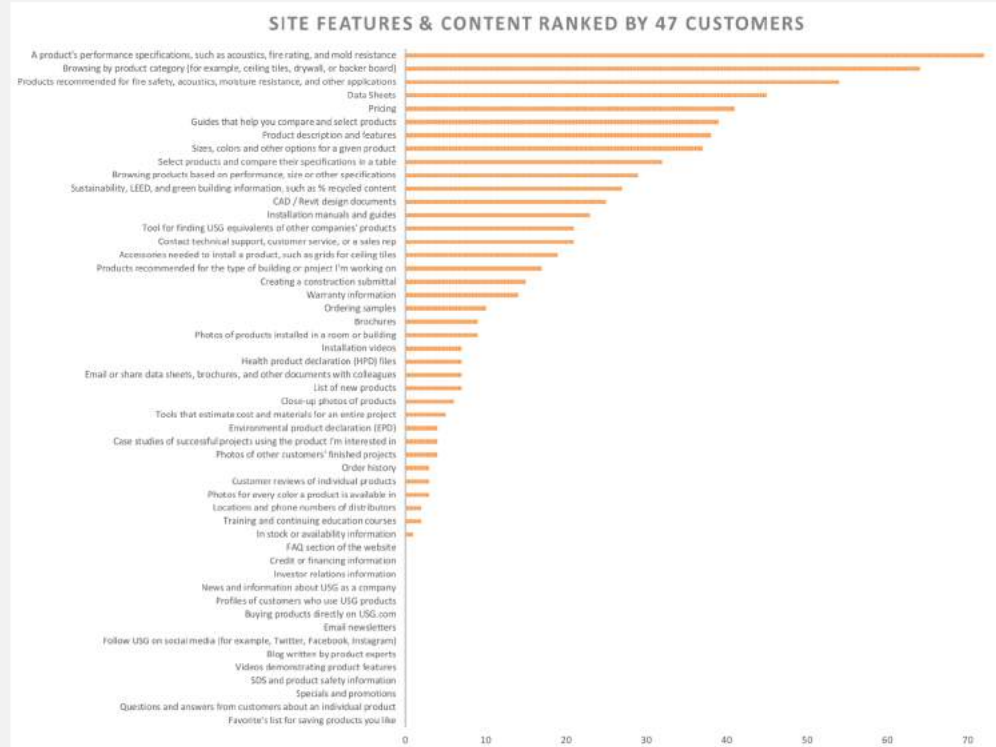
The screenshot shows the USG website's Wallboard product page. The page features a navigation bar with links for 'United States, English', 'About USG', 'Login', 'Register', and 'Submit a Prep Tool'. Below the navigation bar are several menu items: 'PRODUCTS & SOLUTIONS', 'WHERE TO BUY', 'INSPIRATION CENTER', 'RESOURCE CENTER', and 'SUSTAINABILITY'. A search bar is located on the right side of the navigation bar. The main content area includes a breadcrumb trail: 'USG > Products & Solutions > Products > Wallboard'. Below the breadcrumb trail is a large image showing construction workers installing wallboard. Underneath the image is the heading 'WALLBOARD' followed by a paragraph of text: 'For more than 100 years, USG has led the building industry in drywall innovation. In that time, our USG Sheetrock®, Sesurock®, Durock®, and Fiberoak® Brands have become the standard for highest-quality and best-performing walls and ceilings.' To the right of the paragraph are four links: 'USG WALLBOARD PORTFOLIO CATALOG', 'SHEETROCK® WALLBOARD ESTIMATOR', 'WHERE TO BUY', and 'USG DESIGN STUDIO'. Below this is a 'PRODUCTS' section with a list of product categories, each with a plus sign to its right, indicating expandable content. The categories are: 'Sustainable Panels', 'Lightweight Panels', 'Regular Panels', 'Fire-Resistant Panels', 'Plaster-Base Panels', 'Abuse-Resistant Panels', 'Liner Panels', 'Tile Backerboard', 'Manufactured Housing Panels', and 'Wall Systems'. A blue callout box with a white arrow points to the 'Abuse-Resistant Panels' category.

PRODUCTS	
<i>Sustainable Panels</i>	+
<i>Lightweight Panels</i>	+
<i>Regular Panels</i>	+
<i>Fire-Resistant Panels</i>	+
<i>Plaster-Base Panels</i>	+
<i>Abuse-Resistant Panels</i>	+
<i>Liner Panels</i>	+
<i>Tile Backerboard</i>	+
<i>Manufactured Housing Panels</i>	+
<i>Wall Systems</i>	+

Solution 7

Enable customers to browse by performance

In the top task survey we just conducted, 47 customers expressed a strong desire to browse your product catalog by acoustics, fire, mold, or other performance criteria.



SITE FEATURES & CONTENT RANKED BY 47 CUSTOMERS

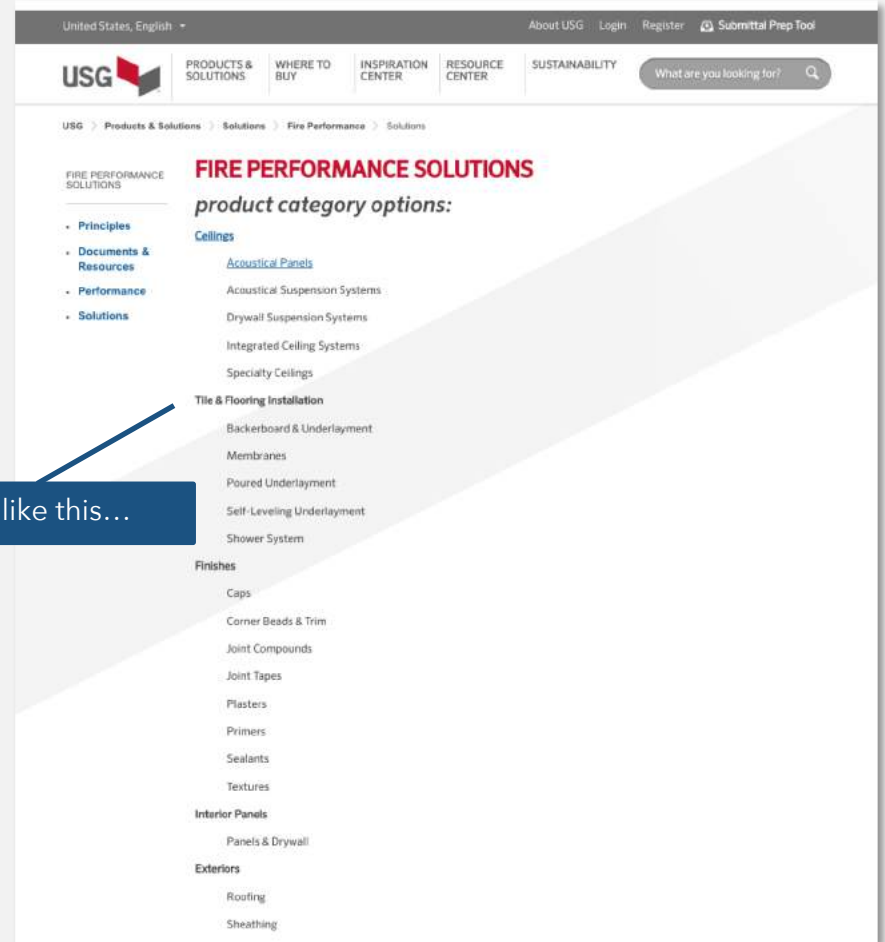


Solution 7

Enable customers to browse by performance

This idea is similar to your Solutions section. Unfortunately, the Solutions section suffers from poor content, confusing navigation, and broken or missing links to products.

Not like this...



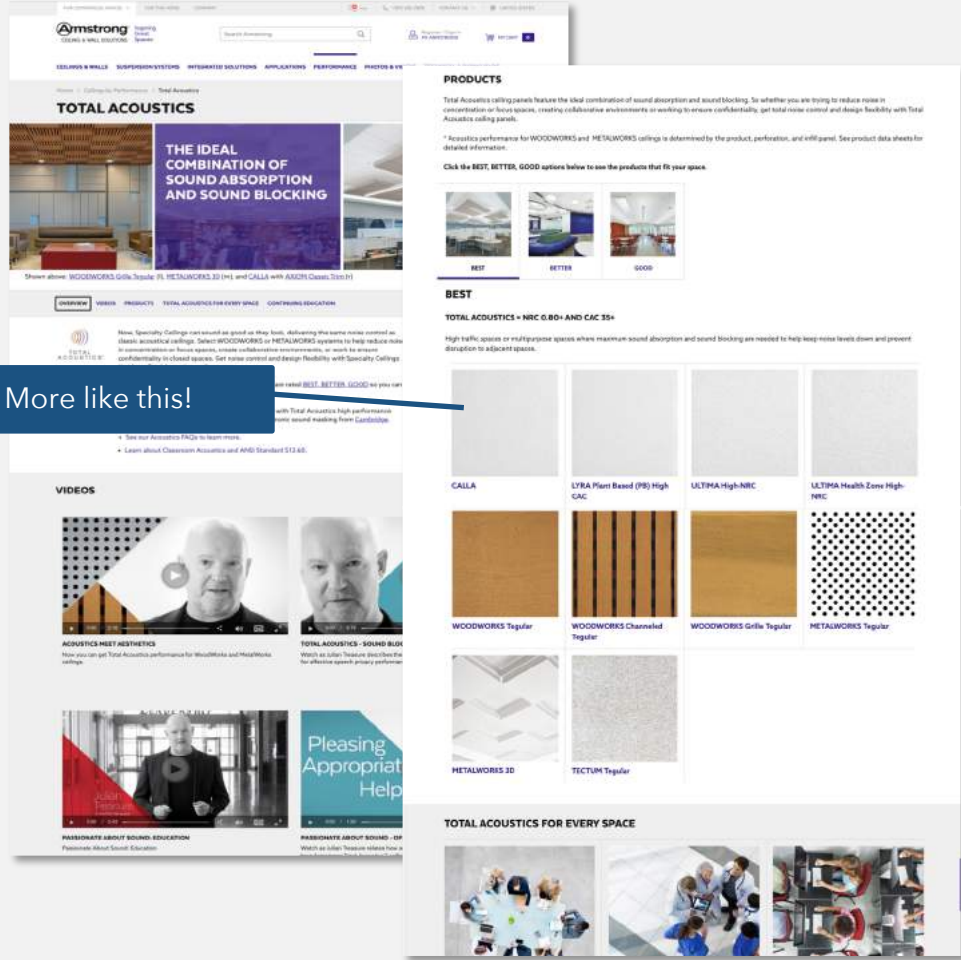
Solution 7

Enable customers to browse by performance

For example, an Acoustics landing page should enable customers to browse your full portfolio of products recommended for acoustics, across all USG product lines.

This requires that you tag products by performance specifications in PIM. Then you could filter your entire catalog by "acoustics," offering customers a mini-catalog experience.

More like this!



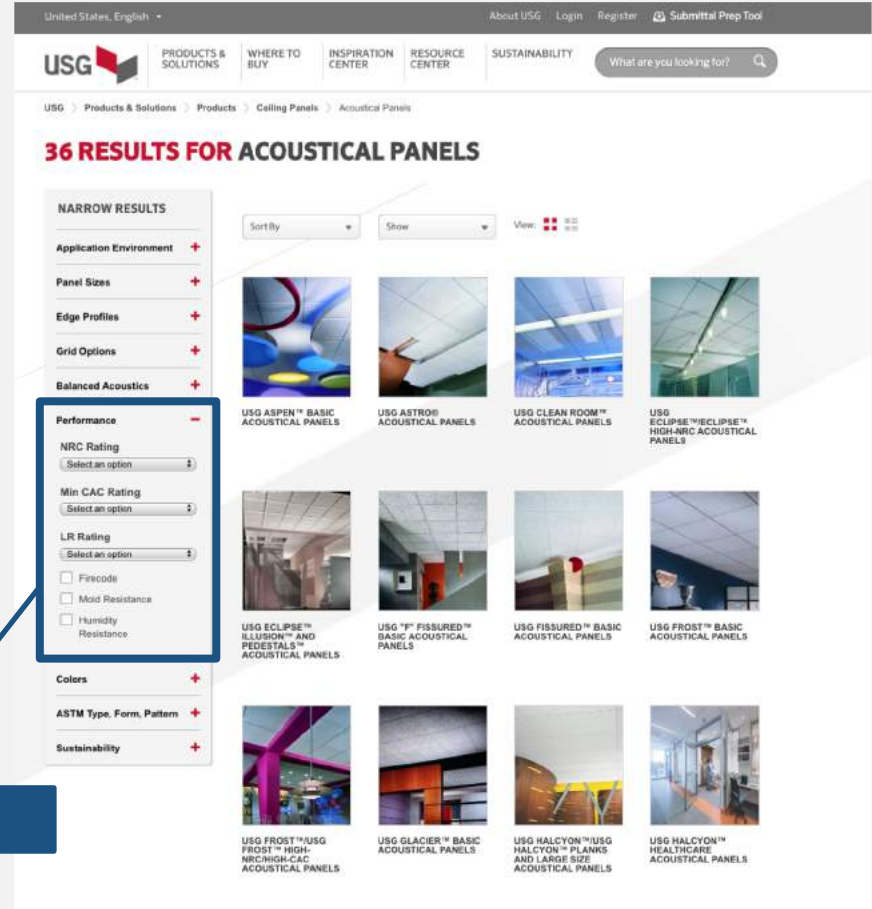
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Problem

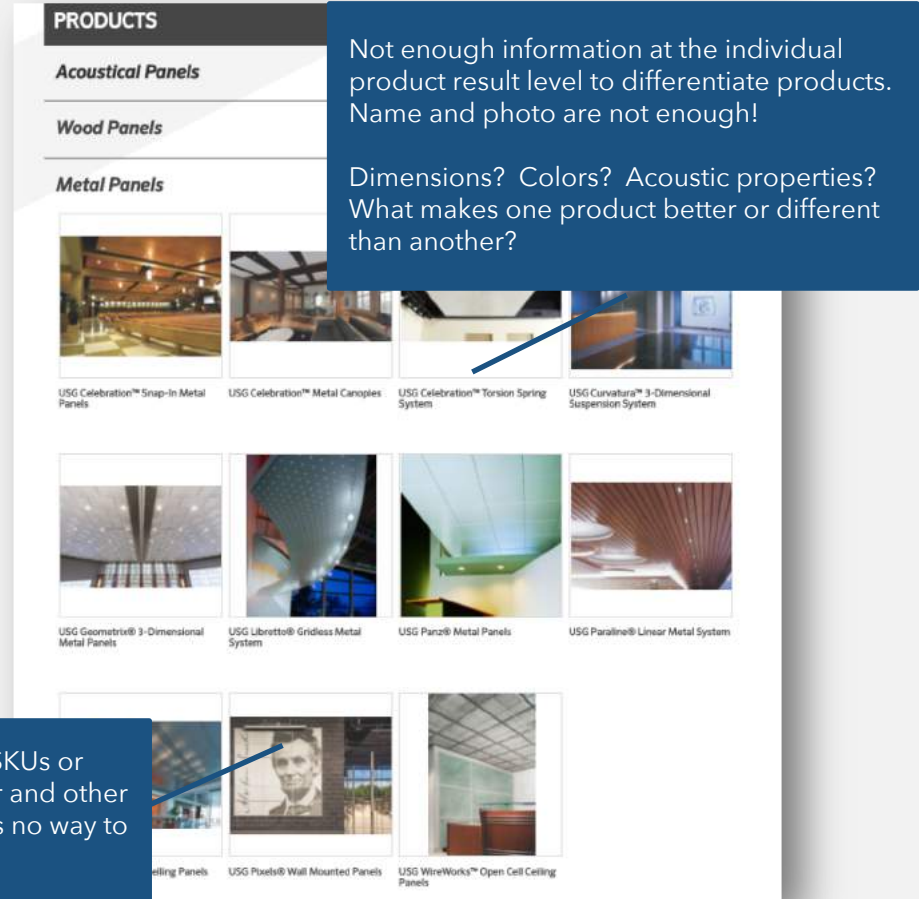
It's difficult to choose between products on browse pages

To select the product that meets their needs, customers need to compare and differentiate your products.

So that customers can do this, we need to provide them with enough information on the browse page.

A product picture and product title are simply not good enough!

Do these results represent single SKUs or large families with many size, color and other variations? From this page, there's no way to tell



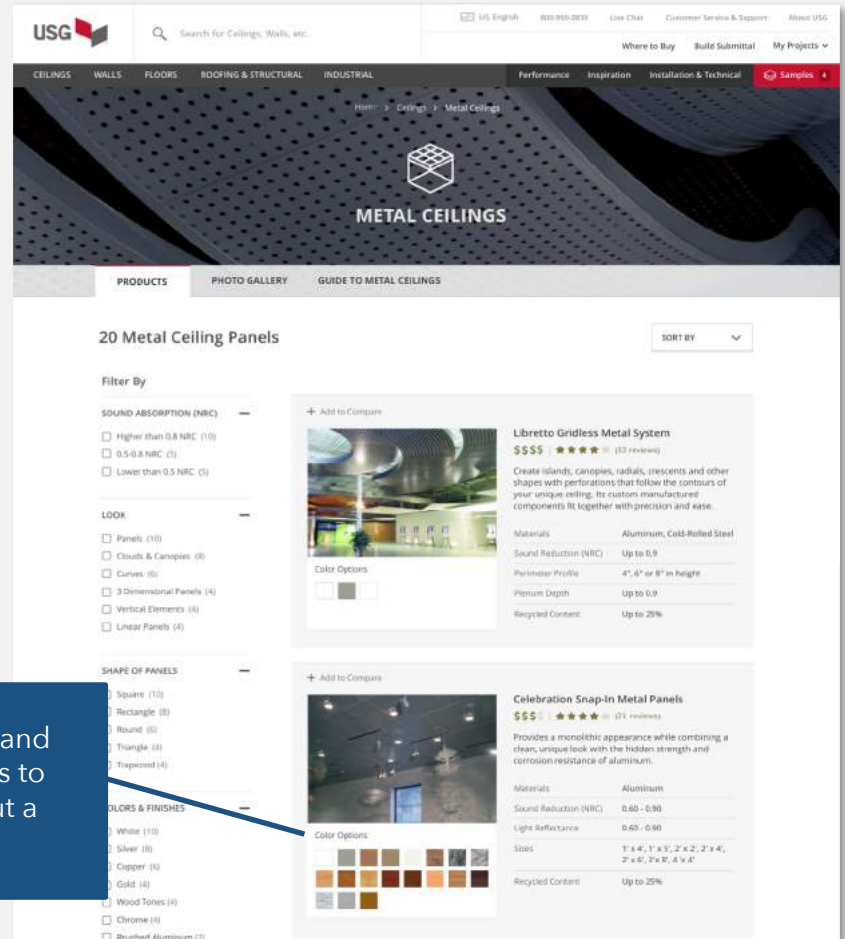
Solution 1

Show key specs and variations on browse results

For every product category, there's 2-6 key specifications that customers look for when deciding between products.

For each category page, we need to figure out what these key specifications are, display them in the product result.

Key specifications, relative price, and available colors enable customers to compare products quickly without a comparison page.



Solution 2

All category & brand landing pages need faceted filtering!

Customers should be able to filter by these (and other) key specifications on every category page.

Even categories like drywall have a few key specifications that are important in decision making (e.g., thickness, performance characteristics) and would help customers filter through a long list of products.

The screenshot displays the USG website's 'Metal Ceilings' category page. The page features a navigation bar with 'USG' logo, search, and utility links. Below the navigation, there are tabs for 'PRODUCTS', 'PHOTO GALLERY', and 'GUIDE TO METAL CEILINGS'. The main content area is titled '20 Metal Ceiling Panels' and includes a 'Filter By' sidebar with the following sections:

- SOUND ABSORPTION (NRC)**
 - Higher than 0.8 NRC (10)
 - 0.5-0.8 NRC (3)
 - Lower than 0.5 NRC (5)
- LOOK**
 - Panels (10)
 - Clouds & Canopies (8)
 - Curves (8)
 - 3 Dimensional Panels (4)
 - Vertical Elements (4)
 - Linear Panels (4)
- SHAPE OF PANELS**
 - Square (10)
 - Rectangle (8)
 - Round (8)
 - Triangle (4)
 - Trapezoidal (4)
- COLORS & FINISHES**
 - White (10)
 - Silver (8)
 - Copper (8)
 - Gold (4)
 - Wood Tones (4)
 - Chrome (4)
 - Brushed Aluminum (2)

The main content area displays two product cards:

- Libretto Gridless Metal System**
 - Price: \$\$\$\$
 - Rating: 4.5 stars (13 reviews)
 - Description: Create islands, canopies, radials, crescents and other shapes with perforations that follow the contours of your unique ceiling. Its custom-manufactured components fit together with precision and ease.
 - Materials: Aluminum, Cold-Rolled Steel
 - Sound Reduction (NRC): Up to 0.9
 - Perimeter Profile: 4", 6" or 8" in height
 - Plenum Depth: Up to 0.9
 - Recycled Content: Up to 25%
- Celebration Snap-In Metal Panels**
 - Price: \$\$\$
 - Rating: 4.5 stars (71 reviews)
 - Description: Provides a monolithic appearance while combining a clean, unique look with the hidden strength and corrosion-resistance of aluminum.
 - Materials: Aluminum
 - Sound Reduction (NRC): 0.60 - 0.90
 - Light Reflectance: 0.60 - 0.90
 - Sizes: 1' x 4', 1' x 3', 2' x 2', 2' x 4', 2' x 6', 2' x 8', 4' x 4'
 - Recycled Content: Up to 25%

Solution 3

Standardize facets; label and prioritize based on customer preferences

Facet labels must be customer-friendly and organized based on customer (not company) preferences.

It's confusing to have 2 areas to facet by acoustics. Do customers really understand what "Balanced Acoustics" is?

The screenshot shows the USG website's search results for 'ACOUSTICAL PANELS'. The page features a navigation bar with 'United States, English', 'About USG', 'Login', 'Register', and 'Submittal Prep Tool'. Below the navigation is a search bar with the text 'What are you looking for?'. The main content area displays '36 RESULTS FOR ACOUSTICAL PANELS'. On the left, there is a 'NARROW RESULTS' sidebar with filters for 'Application Environment', 'Panel Sizes', 'Edge Profiles', 'Grid Options', 'Balanced Acoustics', 'Performance', and 'Colors'. The 'Panel Sizes' filter is expanded, showing options like '2' x 2'', '2' x 4'', '2' x 6'', '2' x 8'', '4' x 4'', '4' x 8'', '12' x 12'', '20' x 60'', '24' x 24'', '24' x 48'', '24' x 72'', '30' x 30'', '30' x 60'', '600mm x 600mm', and '600mm x 1200mm'. The main content area displays a grid of product images with captions: 'USG ASPEN™ BASIC ACOUSTICAL PANELS', 'USG ASTRO® ACOUSTICAL PANELS', 'USG CLEAN ROOM™ ACOUSTICAL PANELS', 'USG ECLIPSE™/ECLIPSE™ HIGH-NRG ACOUSTICAL PANELS', 'USG ECLIPSE™ ILLUSION™ AND PEDESTALS™ ACOUSTICAL PANELS', 'USG F™ FISSURED™ BASIC ACOUSTICAL PANELS', 'USG FISSURED™ BASIC ACOUSTICAL PANELS', and 'USG FROST™ BASIC ACOUSTICAL PANELS'. A blue callout box points to the 'Application Environment' filter with the text 'List the most important facet groups to customers first (are applications really the most important facet to customers?)'. Another blue callout box points to the 'Balanced Acoustics' filter with the text 'It's confusing to have 2 areas to facet by acoustics. Do customers really understand what "Balanced Acoustics" is?'.

Solution 3

Standardize facets; label and prioritize based on customer preferences

Facet labels must be customer-friendly and organized based on customer (not company) preferences.

The screenshot shows the USG website's search results page. The top navigation bar includes 'United States, English', 'About USG', 'Login', 'Register', and 'Submittal Prep Tool'. The main navigation has 'USG', 'PRODUCTS & SOLUTIONS', 'WHERE TO BUY', 'INSPIRATION CENTER', 'RESOURCE CENTER', and 'SUSTAINABILITY'. A search bar contains the text 'What are you looking for?'. The search results show '36 RESULTS FOR A' and a 'NARROW RESULTS' sidebar with filters for 'Application Environment', 'Panel Sizes', 'Edge Profiles', 'Grid Options', 'Balanced Acoustics', 'Performance', and 'Colors'. A blue callout box points to the 'Panel Sizes' filter, containing the following text:

Clean up and Standardize Facets

- Panel Size facet group contains a mix of dimensions and units (mm, inches, feet).
- List facet values in the most customer-friendly way. Panel Sizes should be listed from smallest to largest size (or the reverse).
- Add number of matching items in parenthesis after the facet value label.

Below the callout, the product grid shows items like 'USG ASPEN™ BASIC ACOUSTICAL PANELS', 'USG ASTRO® ACOUSTICAL PANELS', 'USG CLEAN ROOM™ ACOUSTICAL PANELS', 'USG ECLIPSE™/ECLIPSE™ HIGH-NRC ACOUSTICAL PANELS', 'USG ECLIPSE™ ILLUSION™ AND PEDESTALS™ ACOUSTICAL PANELS', 'USG F™ FISSURED™ BASIC ACOUSTICAL PANELS', 'USG FISSURED™ BASIC ACOUSTICAL PANELS', and 'USG FROST™ BASIC ACOUSTICAL PANELS'.

Solution 4

Show list price

B2B customers may not be as price sensitive as B2C customers, but it's still an important decision-making factor.

In fact, your customers ranked price as the 5th most important feature to have on USG.com.

We recommend you show list price (or price ranges) to everyone. Then you can display customer-specific pricing once customers log in.



Solution 4

Show list price

Showing relative prices (\$\$ vs. \$\$\$) is an option, but it's not nearly as good as showing actual prices.

The screenshot shows the Rockfon website's product page for Rockfon Sonar®. The page features a blue header with the Rockfon logo, navigation links (Select country, Home, Contact, About us, News), and a search bar. Below the header is a navigation menu with categories: PRODUCTS, PERFORMANCE, INSPIRATION, SUSTAINABILITY, INSTALLATION, and TOOLS & DOCUMENTATION. The main content area includes a large image of a modern interior space with a curved ceiling and a colorful abstract painting. To the right of the image is a 'Rockfon Sonar®' product card with a 'BUDGET' indicator showing five dollar signs (\$\$\$\$\$) and a list of features: 'Elegant lightly-textured white surface', 'High sound absorption (NRC = 0.90 - 0.95)', 'High fire performance', 'High light reflectance (LR = 0.85)', and 'Optimal design freedom'. Below the image is a breadcrumb trail: Home > Products > Rockfon Sonar®. The 'PRODUCTS' section is active, with sub-tabs for 'PRODUCT SUMMARY', 'ASSORTMENT', 'PERFORMANCE', and 'DOCUMENTATION & SAMPLES'. The 'Rockfon Sonar®' product name is displayed, followed by an 'ADD TO COMPARISON TOOL' button. Below this, a table lists 'Edges' (SQ, SLN, SLT, DMT, SLP, SCD, CDX) and 'Dimensions'. On the right side, there is a 'CONTACT' button, a 'REFERENCE GALLERY' button, and a 'REQUEST LEED LETTER' button with a note: '(Right-click and save to desktop)'. The page also includes 'SHARE' and 'PRINT' icons.

Problem

It's difficult to choose ceiling product variations

The long SKU table on many ceiling product family pages works great in print catalogs - but is needlessly complicated for web.

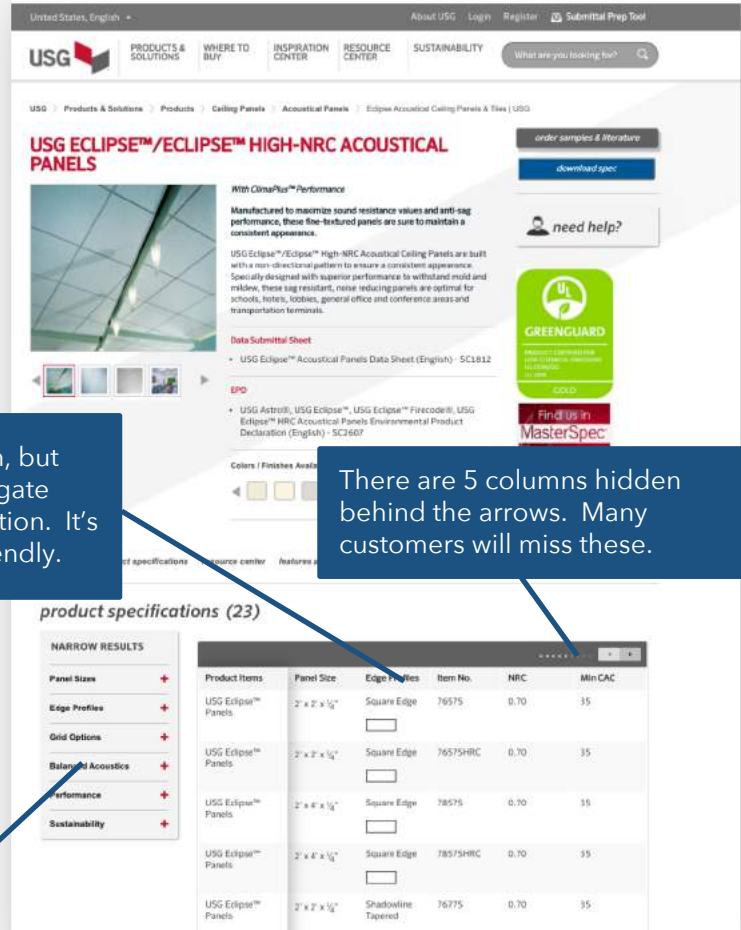
It makes it difficult to display SKU specific specifications, accessories, and calls to action (e.g., ordering a sample of a particular SKU).

And it's not very mobile friendly either.

If you need faceted filtering just to navigate a product's variations, your family pages are far too complicated.

This is great information, but the table is hard to navigate and there's no call to action. It's also not very mobile friendly.

There are 5 columns hidden behind the arrows. Many customers will miss these.



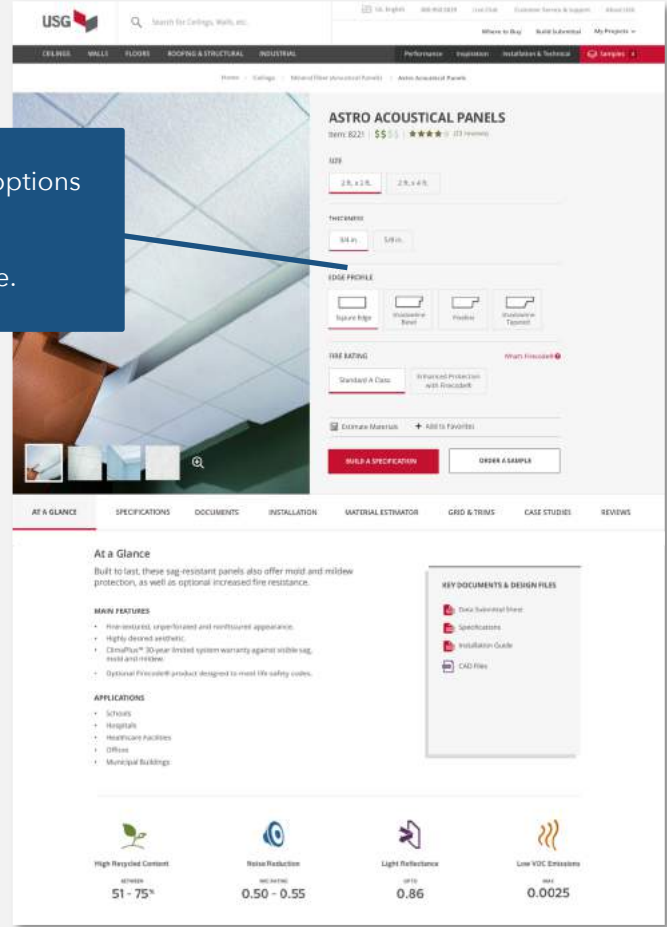
Solution

Replace SKU table with an interactive UI for selecting variations

Instead of a long SKU table, use an interactive UI that enables customers to simply select size, color, and other product variations.

The selector UI is a well-established best practice in B2C and easy for customers to use. It's also mobile friendly. It uses the same back-end logic as faceted filtering.

Customers just select the options they're interested in. Combinations that are not available are not selectable.



Solution

Replace SKU table with an interactive UI for selecting variations

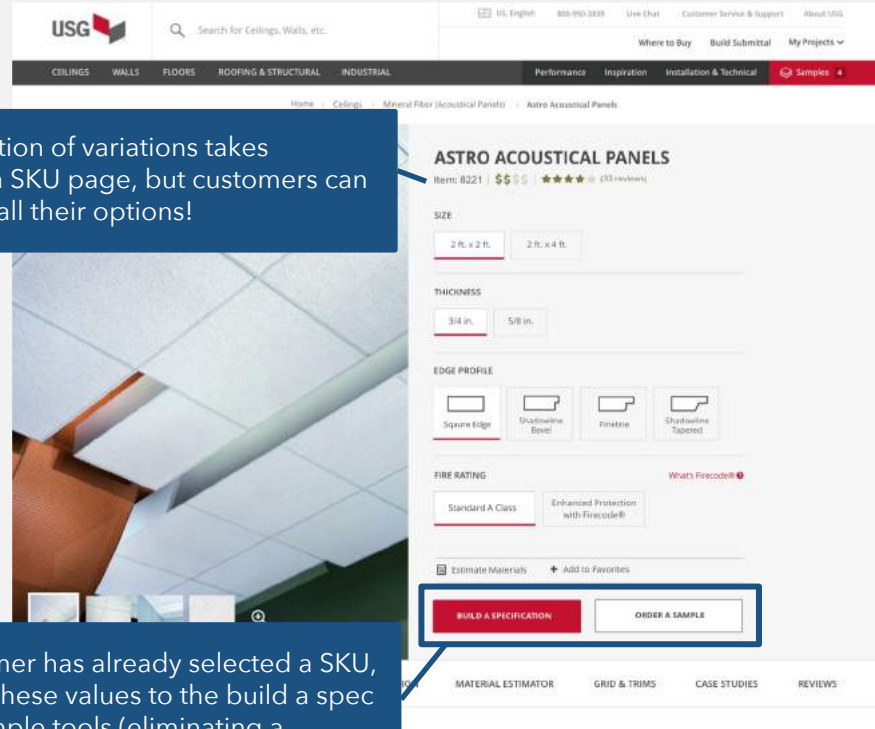
One big advantage of the selector UI, is that it supports having both family pages and SKU pages.

Having individual page for each SKU makes it easier for customer to order samples. It also means all the content on the page can be SKU specific, including recommended accessories and specifications (e.g., acoustic values that change based on panel size).

If a customer searches for an item number in general site search, you can take them directly to the SKU page - but only if you have one!

Each combination of variations takes customers to a SKU page, but customers can still easily see all their options!

Since a customer has already selected a SKU, you can pass these values to the build a spec and order sample tools (eliminating a modal)!

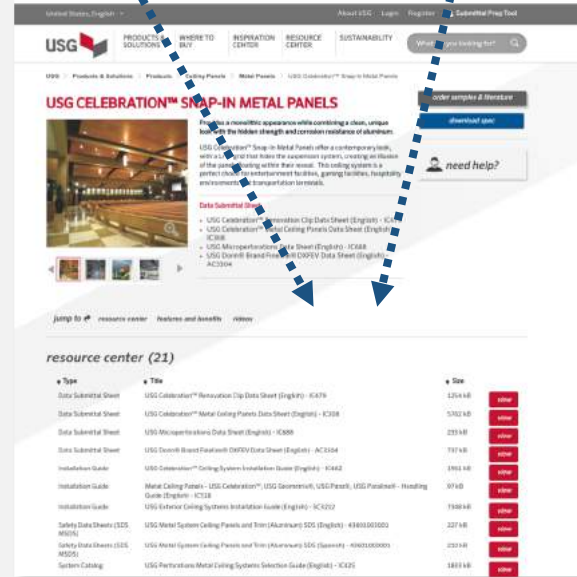
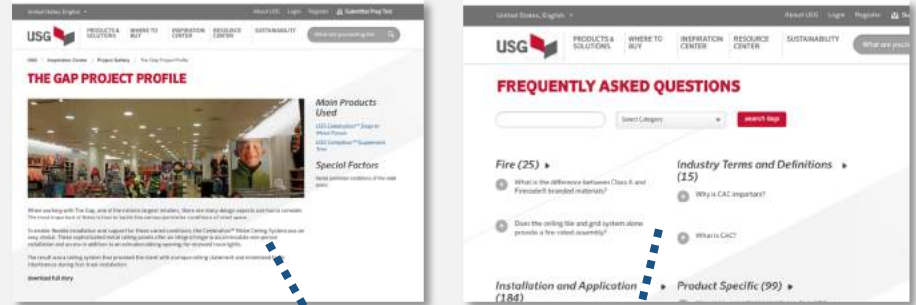


Problem

Too much content on your site is in silos

You have some good project case studies and useful FAQ content that gets decent traffic, but none of this rich content is available on your product detail pages where it would make the most impact.

Customers don't want to have to go to multiple sections of the site - they want everything on the product page!



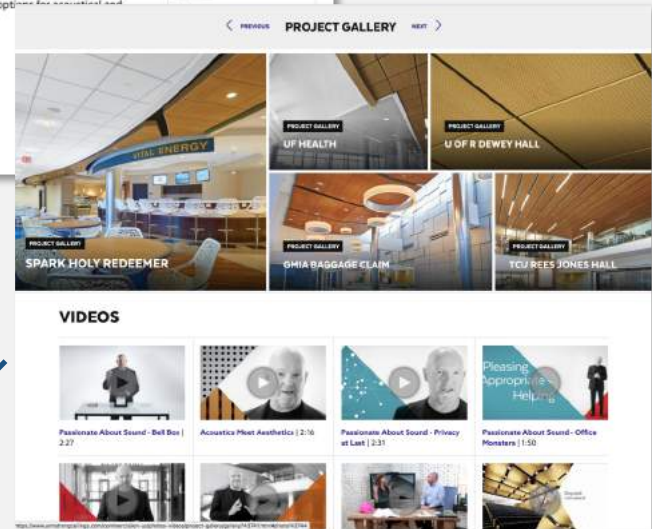
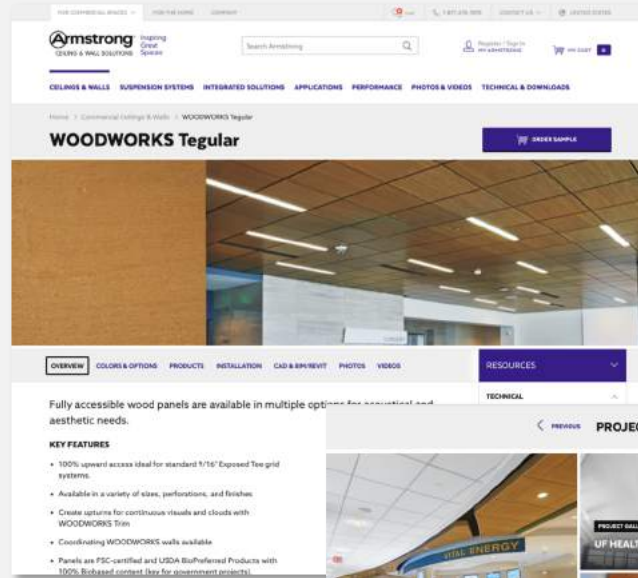
Solution

Syndicate content dynamically based on tagging

Your goal is to create site taxonomy that enables you to tag content – photos, videos, documents, project galleries, products – and then publish them dynamically across your site without any manual authoring.

This enables you to create a much richer content experience for customers with minimal publishing effort (after the initial tagging effort, that is).

All of this content is populated dynamically. No authoring required!



Problem

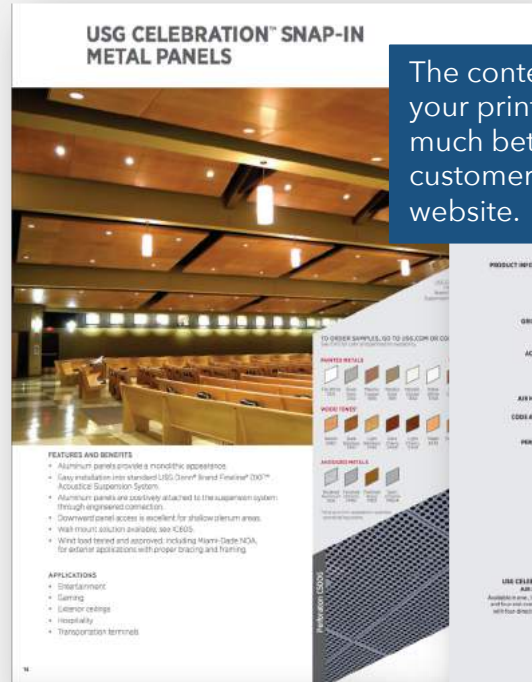
Much of your best content is hidden in print collateral

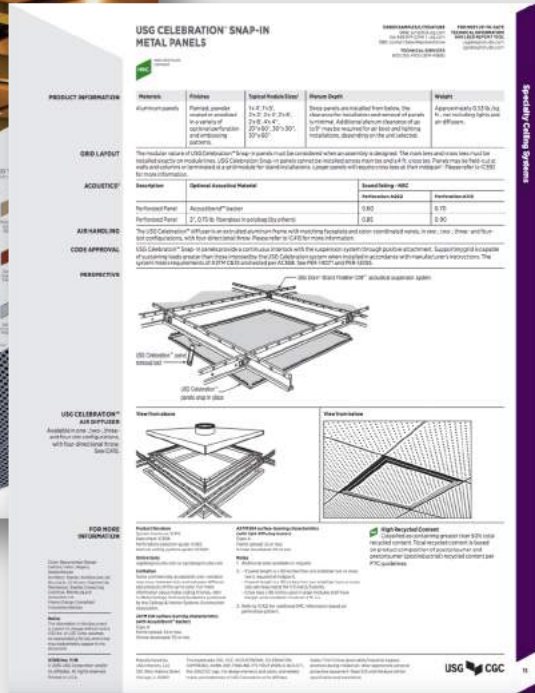
Print catalogs are expensive to produce, out of date the moment you publish them, and are not searchable, interactive, or mobile friendly.

Your website is the first place most customers go for product information. And they expect that information to be as good - if not better - than what they can find in print.

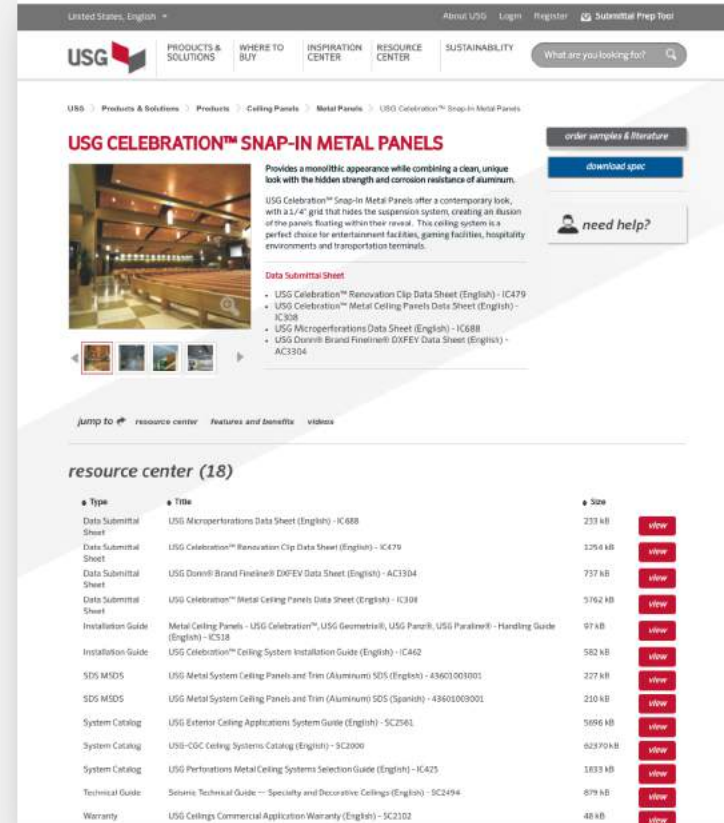
So don't bury all your best stuff in print. Put it on your website!

The content and imagery in your print catalog is much much better than what customers can find on your website.





VS.



Problem

Too much of your content isn't useful

If nobody is reading a page, why does it exist?

Your site has a lot of old content, much of which is seldom read.

We're currently doing an extensive content audit of your site and will recommend which pages you should keep vs. delete.

The screenshot shows the USG website's 'SEISMIC PRINCIPLES' page. The top navigation bar includes 'United States, English', 'About USG', 'Log in', 'Register', and 'Submission Prep Tool'. The main navigation menu has 'USG', 'PRODUCTS & SOLUTIONS', 'WHERE TO BUY', 'INSPIRATION CENTER', 'RESOURCE CENTER', and 'SUSTAINABILITY'. A search bar is located on the right. The breadcrumb trail reads 'USG > Products & Solutions > Solutions > Seismic > Seismic Principles'. The sidebar lists various links under 'SEISMIC SOLUTIONS', including 'Standard App Guide - IBC Category D, E, F', 'Alternate App Guide - IBC Category C', 'Seismic Principles', 'Seismic Documents & Resources', 'Seismic CAD Files', 'Seismic Reports', 'Seismic Code Changes', 'Seismic FAQs', and 'USG Ceiling Systems'. The main content area features a map of the United States titled 'Former Seismic Zones' and a photo of a construction worker. The text explains that seismic design criteria were once the only factors for earthquake-prone locations. A blue callout box at the bottom states: 'This page only received 145 visits in the last 4 months. We recommend you delete this page and re-envision your Solutions section.'

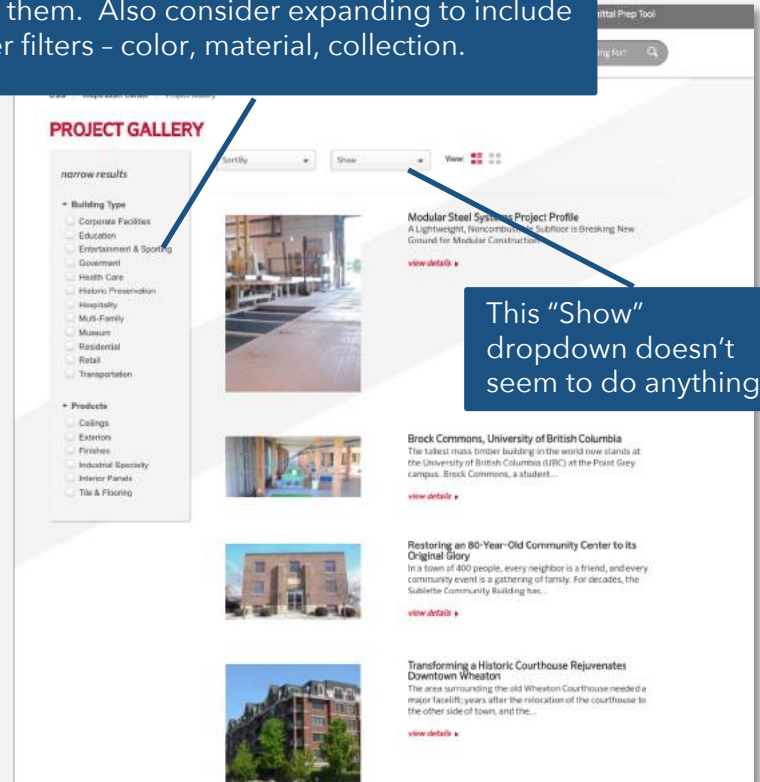
Problem

The inspiration gallery needs to be more inspiring

The project gallery is a great resource, but much of the good content is hidden within PDFs. It makes for an underwhelming experience.

A photo gallery experience (with multiple photos to view per project) would be much more inspirational and popular with customers.

These filters are nice, but they need counts next them. Also consider expanding to include other filters - color, material, collection.



Problem

The inspiration gallery needs to be more inspiring

The project gallery is a great resource, but much of the good content is hidden within PDFs. It makes for an underwhelming experience.

A photo gallery experience (with multiple photos to view per project) would be much more inspirational and popular with customers.

United States, English


About USG Login Register Submittal Prep Tool

USG PRODUCTS & SOLUTIONS WHERE TO BUY INSPIRATION CENTER RESOURCE CENTER SUSTAINABILITY

What are you looking for?

USG > Inspiration Center > Project Gallery > Community Center Sublette, Illinois

RESTORING AN 80-YEAR-OLD COMMUNITY CENTER TO ITS ORIGINAL GLORY



Main Products Used

- USG Sheetrock® Brand Glass-Mat Panels Mold Tough® (Regular and Firecode® X)
- USG Durock™ Brand X2 Primer-Sealer
- USG Durock™ Brand EcoCap™ Self-Leveling Underlayment

People Involved

- Josh Hanson Contractor
- Nick Dinges Project Manager
- Kirk Kazienko Technical Sales Manager: USG Corp.

In a town of 400 people, every neighbor is a friend, and every community event is a gathering of family. For decades, the Sublette Community Building has been the destination for events in the small town of Sublette, Illinois, the mixed-use building has seen countless weddings, parties, dances, plays and reunions. However, 80 years of celebrations have taken a toll on the space.

The community understood the dire need to repair the mixed-use building and rallied together to raise more than \$200,000 to pay for the work. These funds will go directly to the renovation: a new entryway, new bathrooms, a handicap-accessible ramp, and new floors and walls are among the planned repairs.

[Read the full project profile](#)

Please log in to comment

no comments yet

Where are the other photos?

...Oh, I need to download a PDF ☹



Content & IA Priorities for USG.com

USG.com's Content and Information Architecture Priorities

What your site needs MOST is better navigation and search and more helpful information on **browse pages**. Answering customers' questions should be your main content focus, rather than marketing.

GOVERNANCE & RESOURCES – **Top Priority**

1. **Create a governance model, resourcing plan, and production process.** All of the content, data, and taxonomy activities we are recommending require the centralized governance of a dedicated Web catalog team.
2. **Create a content style and authoring guide before you do any writing.** This guide should specify not only writing style, but also what content to include where on the site.

USG.com's Content and Information Architecture Priorities

PRODUCT FINDABILITY – **Top Priority**

- 3. Redesign your navigation and the way your products are categorized.** Make your site's labeling and categorization more customer friendly.
- 4. Implement faceted navigation on all product category pages.** This requires you identify key differentiating specifications for each category and develop a taxonomy to standardize tagging across your entire catalog (and eventually your entire site). Creating a site-wide taxonomy is a big undertaking - you need to start this NOW.
- 5. Enable customers to browse by brand and performance.** This will greatly improve your site's SEO and overall findability. The new performance section will replace your current Solutions section (we recommend deleting all of this content).

USG.com's Content and Information Architecture Priorities

- 6. Search = Browse.** The site search experience should be as close to product browsing as possible. Favor (or only show) product results over other site content; redirect customers to SKU and landing pages when customers search for exact matches.
- 7. On browse / search results pages, show key differentiating specs in product results.** Consider showing list prices too.
- 8. Create SKU pages.** This is necessary to support SKU-based content and the experience of customers who search by SKU.
- 9. On ceilings product pages, replace SKU table with selector UI.** This will improve the usability of the ceilings pages, and reduce the complexity of showing SKU-specific content and accessories.

USG.com's Content and Information Architecture Priorities

CONTENT CLEAN UP & ENRICHMENT – **Medium Priority**

- 10. Do a thorough content inventory and audit.** Delete outdated or poorly performing pages; update pages that you plan to keep. The goal is lower your migration effort and get rid of content that is not helping customers.
- 11. Create a video library.** If you want to publish videos dynamically across your site, you'll need a library on USG.com, not just on YouTube.
- 12. Dynamically publish case studies, videos, documents.** Tag all product-related content on your site and publish it on relevant product and category pages.
- 13. Redesign your project gallery.**

USG.com's Content and Information Architecture Priorities

SITE CONSOLIDATION – **Low Priority**

- 14. Integrate the best features of Design Studio into USG.com.** Then phase it out - in the long run, the cons of keeping it outweigh the pros.
- 15. Integrate external brand sites into USG.com.** You have several brand sites outside of the USG.com domain. At the very least, the products on these sites should be listed on USG.com. Ideally, you'd phase out the external sites once you migrate their content to USG.com and create brand pages on USG.com instead.

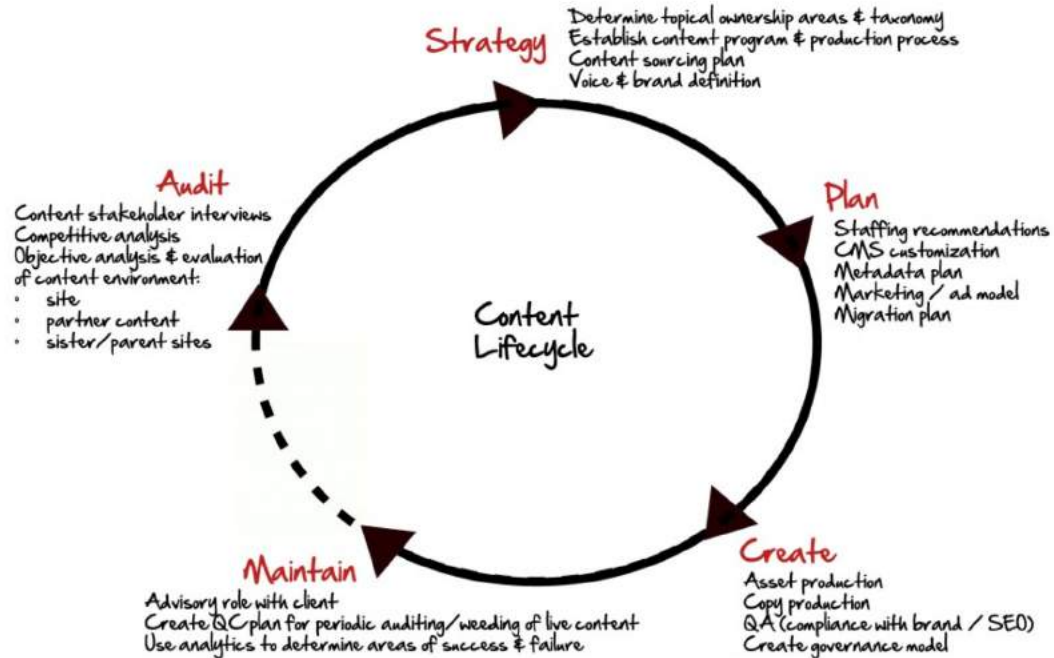
CUSTOMER PROFILE EXPANSION – **Low Priority**

- 16. Consider a section of the site for residential / DIY customers.** We estimate that 5-10% of your site traffic is from B2C customers.



Okay great... but where to we start?

Steps in developing and implementing a Content Strategy



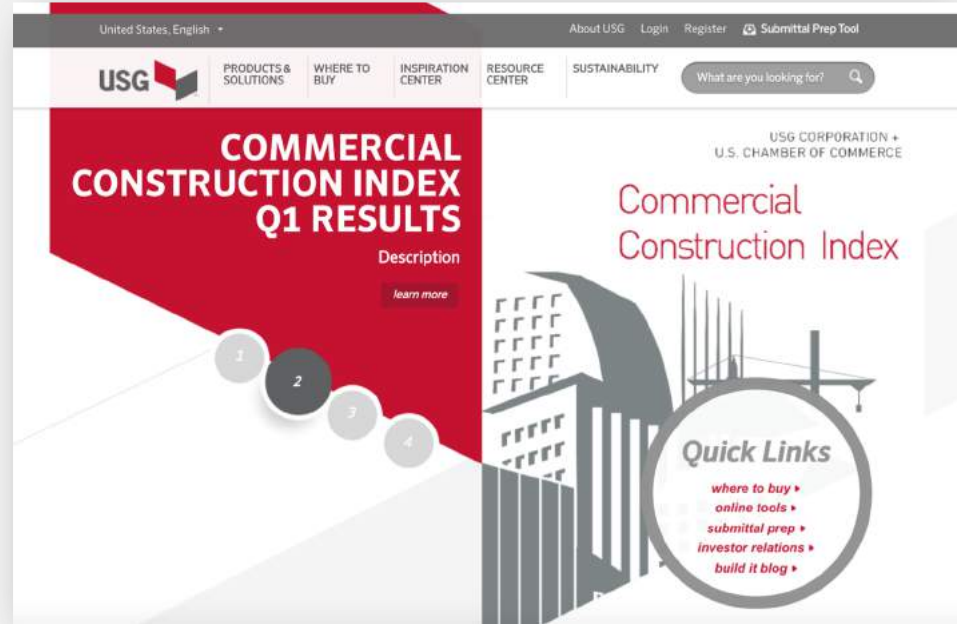


First, develop your Web voice

If you don't know what you want to communicate, how will you know if you succeed?

Before we design or write anything, we need to know exactly what your communication goals are for your website – not only *what* content and imagery you want to have, but what you want to say with that content, and how you want to say it.

What is USG.com's personality?



A Message Architecture is about *how you should speak to your target audience.*

Cheeky

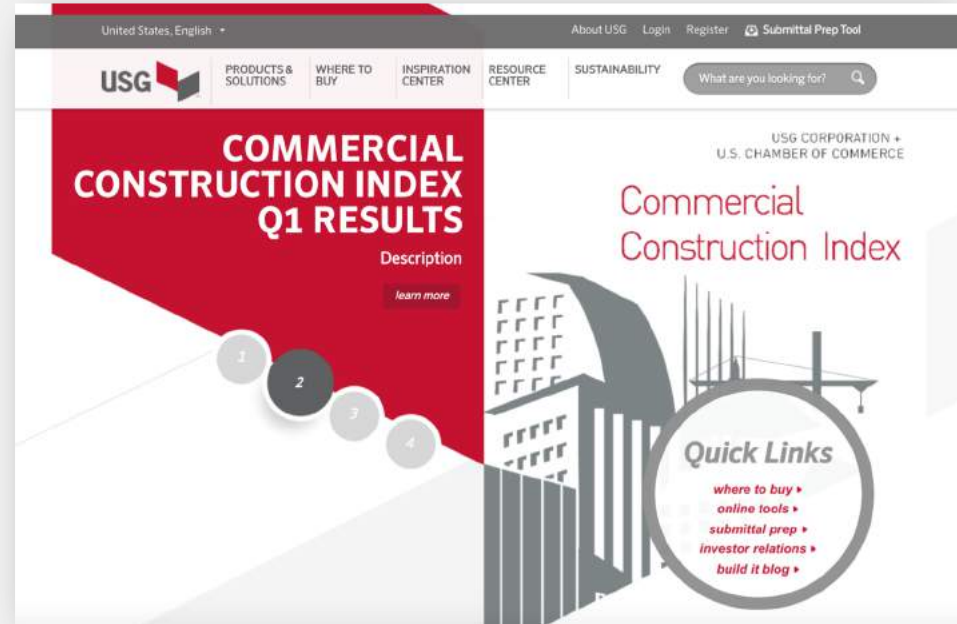
- Witty and fun
- Young without being childish

Customer oriented and responsive

- Approachable, friendly, welcoming
- Championing and empowering

Helpful

- Accessible



Group Exercise

Message Architecture Card Sorting

45 minutes



Message Architecture Card Sorting

1. Sort the sticky notes into 3 groups:

- **Who We Are**
How do you think USG residential flooring is currently perceived?
- **Who We Would Like to Be**
How would you like USG to be perceived? What are the aspirational qualities you want to own in the hearts and minds of customers?
- **Who We Are Not**
Which terms don't you want to associate with USG?



Message Architecture Card Sorting

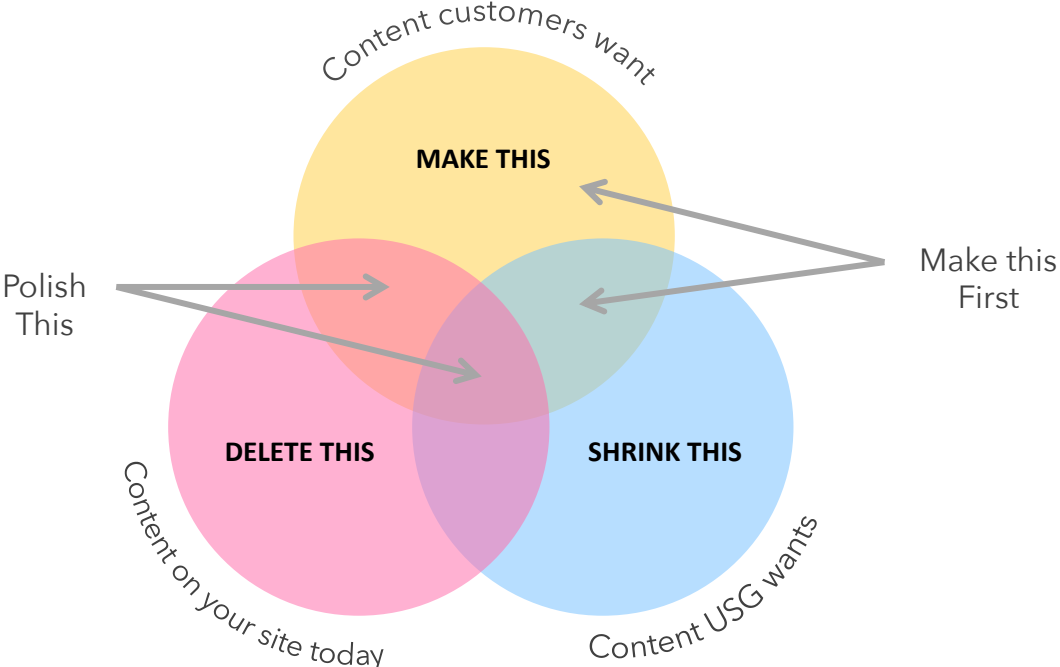
2. Rank the attributes under *Who We Would Like to Be* from most to least important. You can group very similar attributes together
3. I (Dave) will then create a message architecture and send it to the team for review after the meeting
4. This will help inform your site's tone of voice and web style.



A dark, industrial-style interior with large windows, brick walls, and a dining table with chairs. The scene is dimly lit, with light coming from the windows and some overhead fixtures. The text is overlaid in the center in a bright white font.

Next, figure out what content you should have on your site (easy, right?)

3 Components of USG.com's Content Strategy



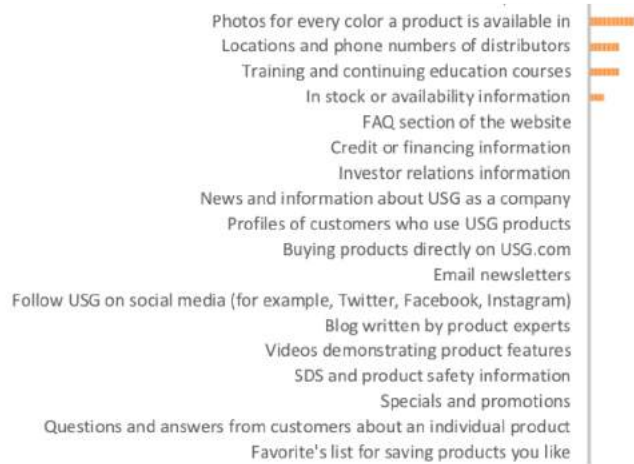
A dark, industrial-style interior with large windows, brick walls, and a dining table with chairs. The scene is dimly lit, with light coming from the windows and some overhead fixtures. The text is overlaid in the center in a bright white font.

Content to focus on: what customers told us was most important

SITE FEATURES & CONTENT RANKED BY 47 CUSTOMERS



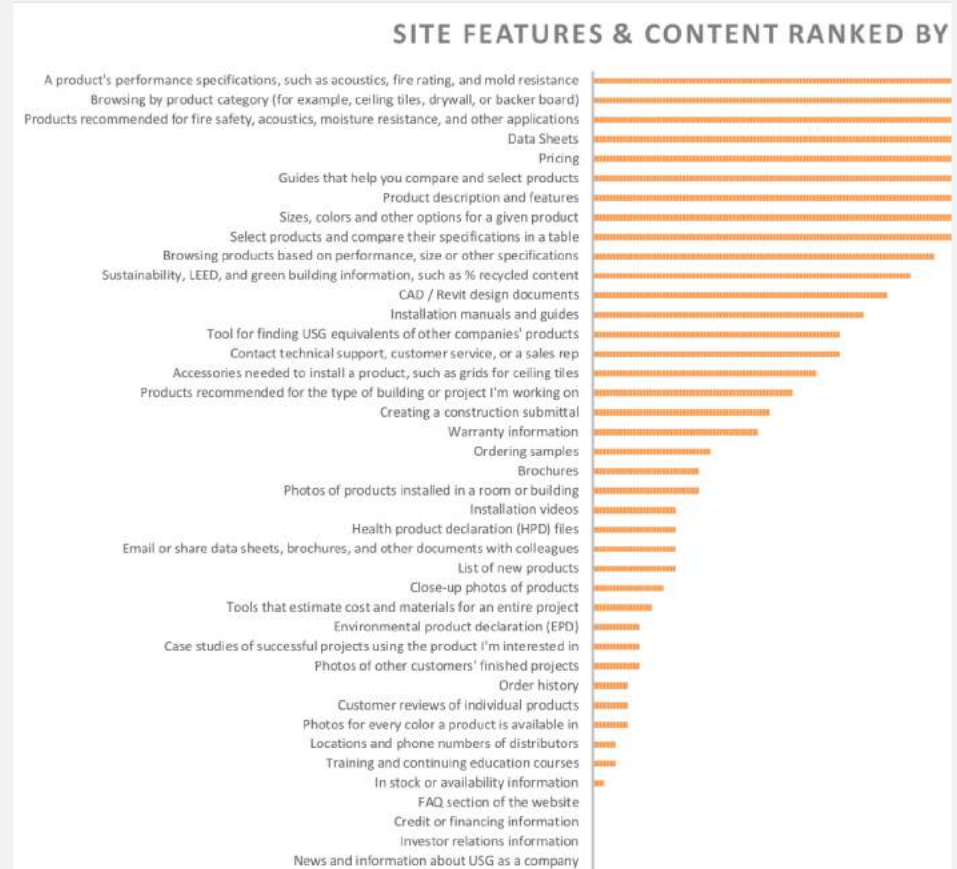
SITE FEATURES & CONTENT RANKED BY 47 CUSTOMERS



Key takeaways from the Top Task Survey

Customers are VERY interested in

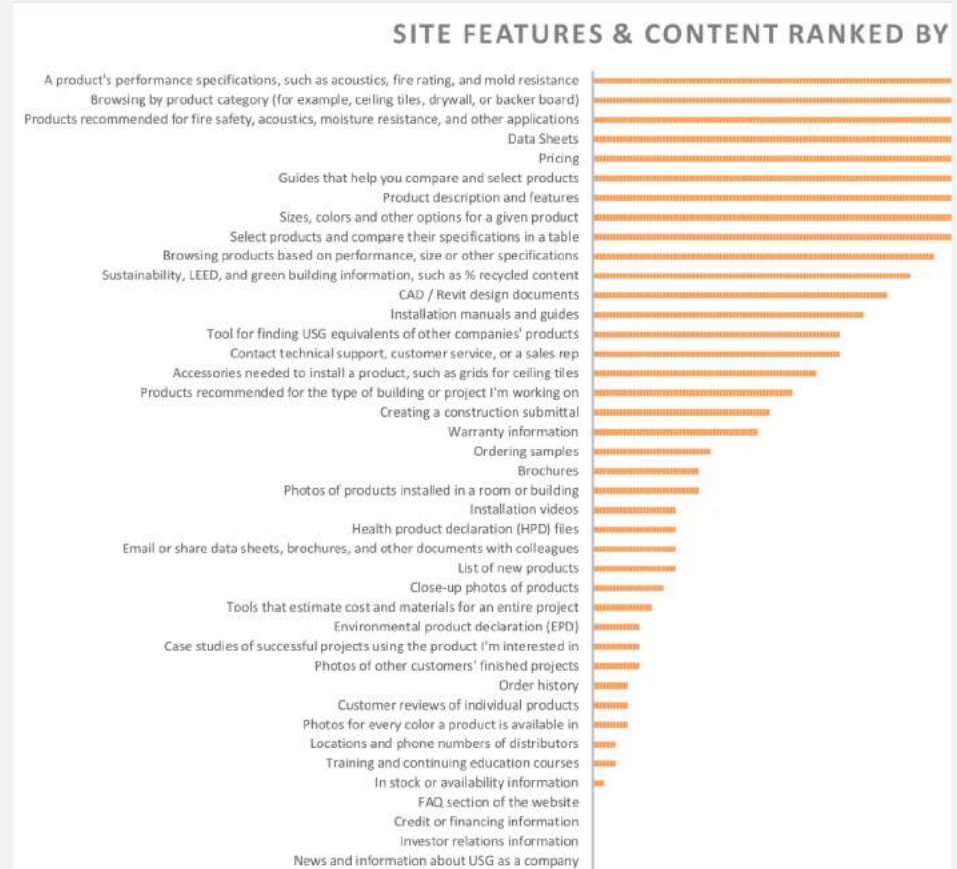
- **Performance specifications** – browsing, filtering, comparing; viewing lists of recommended products.
- **Data Sheets & Installation manuals**
- **Prices!** browsing, filtering, comparing; viewing lists of recommended products.
- **Selecting product variations**
- **Getting more guidance when shopping**
- **Competitor product comparison tool**



Key takeaways from the Top Task Survey

Customers are LESS interested in

- Customer-generated content such as reviews or Q & A
- Inspirational content such as case studies or galleries
- Corporate information
- Promotions
- Estimator tools



A dark, industrial-style interior with large windows and a dining table. The scene is dimly lit, featuring a long wooden table with several chairs in the foreground. Large, multi-paned windows are visible on the left and right sides, and a brick wall is partially visible on the right. The ceiling has exposed beams and some lighting fixtures.

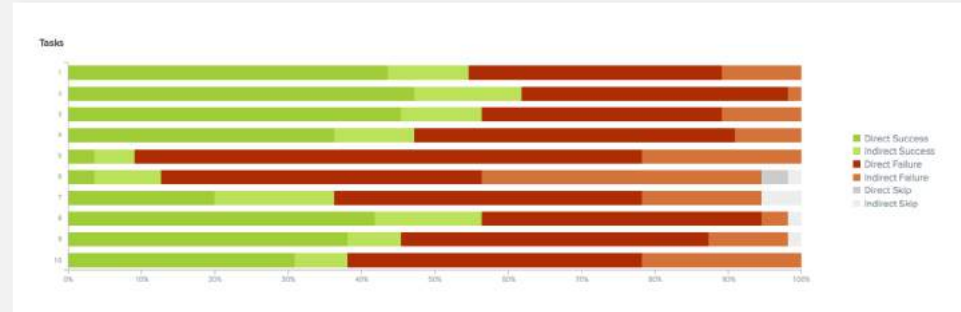
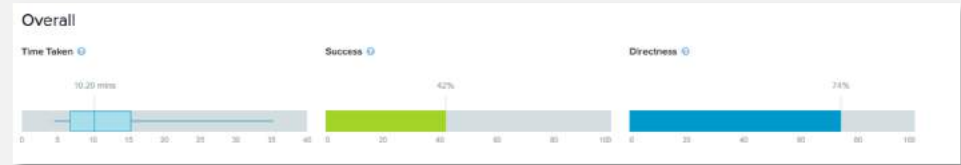
**Then, figure out where to put your content
(Global navigation usability testing)**

Key takeaways from customer navigation testing

Overall success rate for finding products, documents, and key site features was **42%**, which is low.

I give USG a **C-** for navigation.

If we redesign your site's navigation AND how products are categorized in your catalog, the success rate will increase to 70-80%.



Key takeaways from customer navigation testing

- Nobody can find your contact page

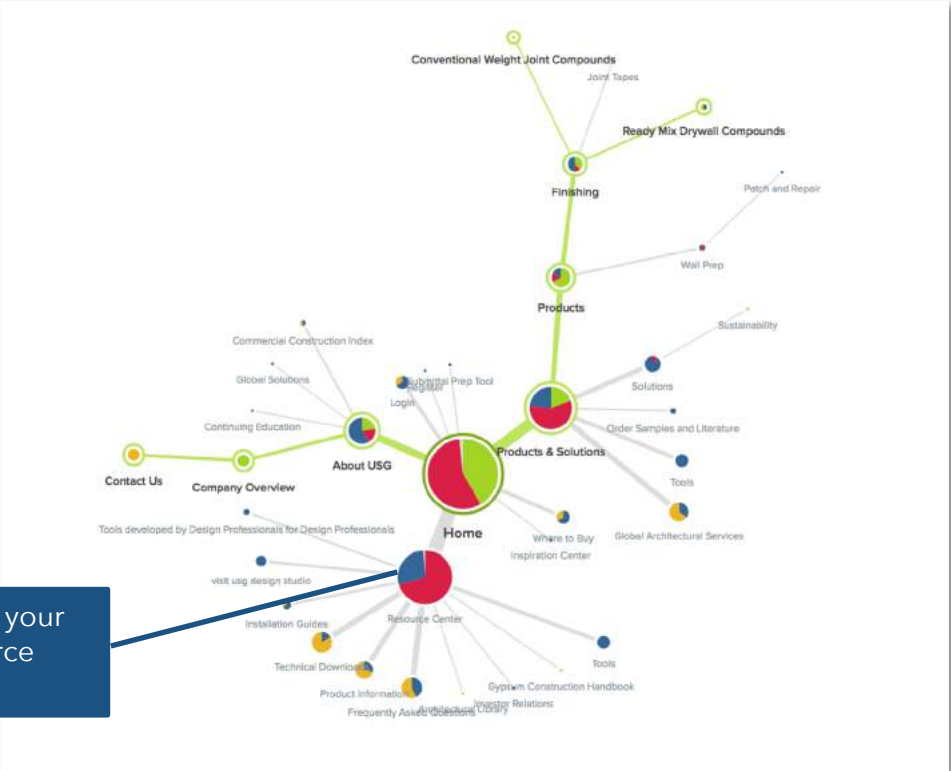
87% of *current* customers could not find your contact page.



Key takeaways from customer navigation testing

- Nobody can find your contact page

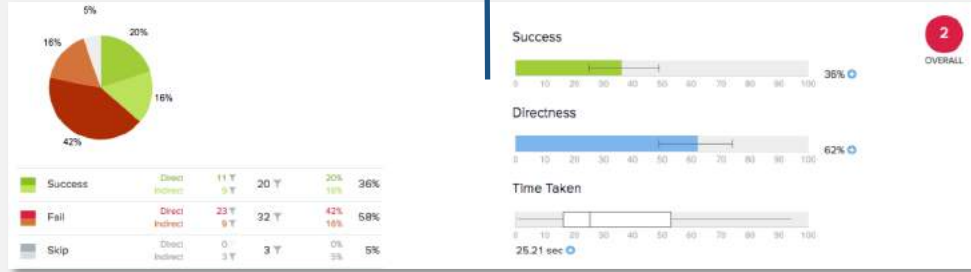
Most customers looked for your contact page under Resource Center



Key takeaways from customer navigation testing

- Nobody can find your contact page
- Customers cannot navigate your Solutions section.

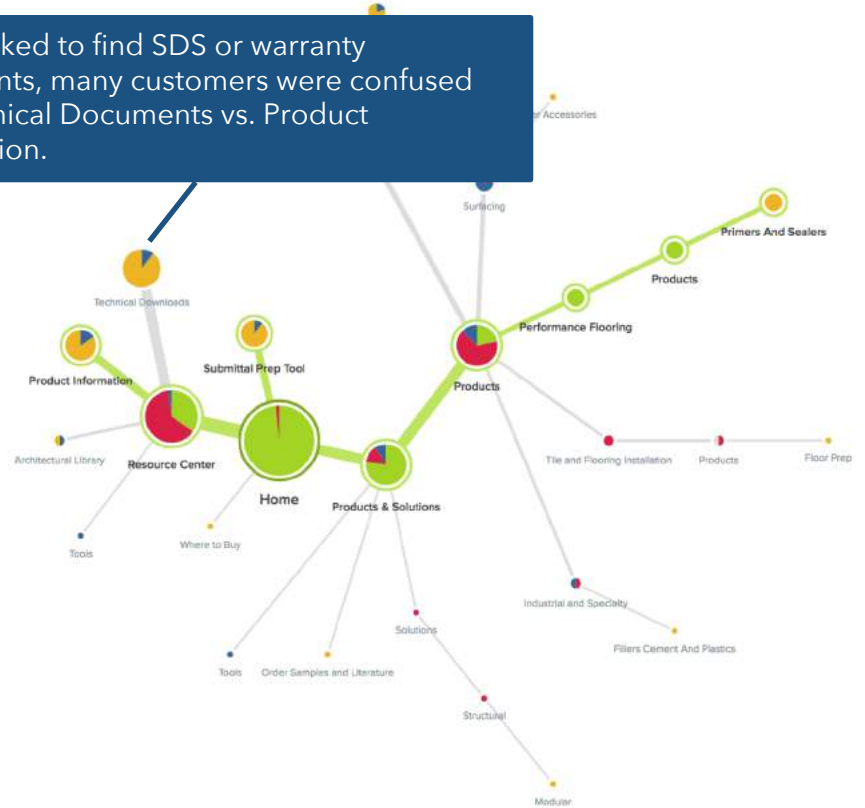
64% of *current* customers could not find any fire resistant products.



Key takeaways from customer navigation testing

- Nobody can find your contact page
- Customers cannot navigate your Solutions section.
- Customers are confused between Product Information and Technical Downloads

When asked to find SDS or warranty documents, many customers were confused by Technical Documents vs. Product Information.



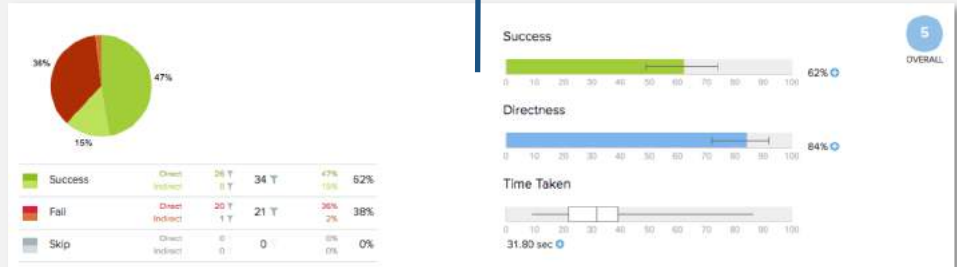
Key takeaways from customer navigation testing

- Nobody can find your contact page
- Customers cannot navigate your Solutions section.
- Customers are confused between Product Information and Technical Downloads
- Generally, customers had more success navigating the catalog, but some popular products were hard to find.

46% of *current* customers could not find Durock cement board

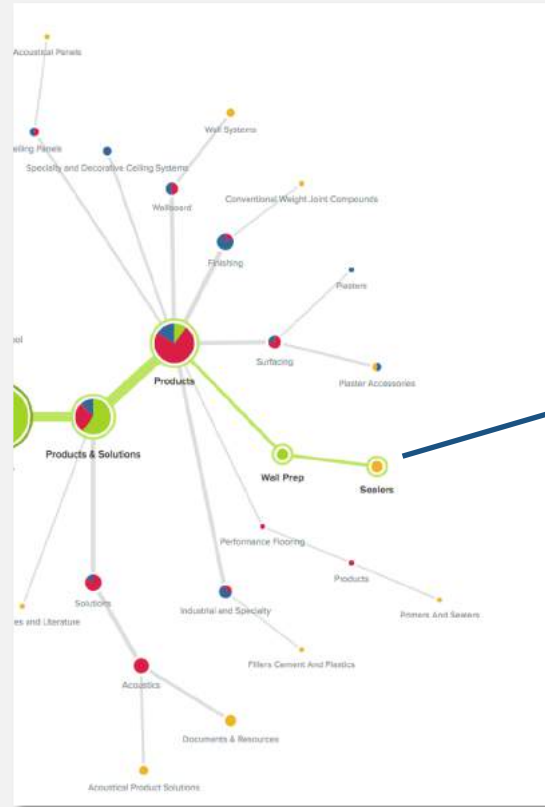


38% of *current* customers could not find drywall (this is good!).



Key takeaways from customer navigation testing

- Nobody can find your contact page
- Customers cannot navigate your Solutions section.
- Customers are confused between Product Information and Technical Downloads
- Generally, customers had more success navigating the catalog, but some popular products were hard to find.

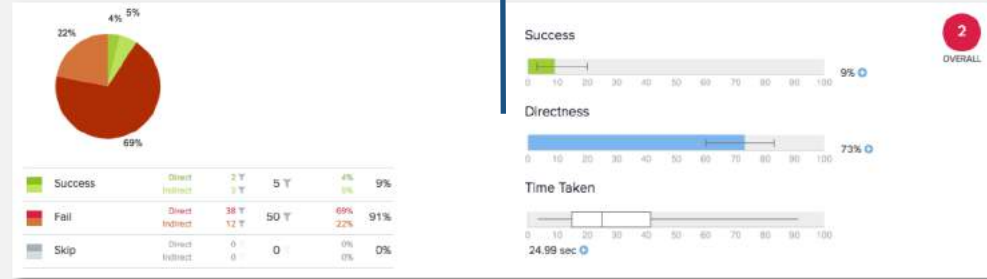


But... most customers had no idea how to find Acoustic Sealant (#10 most popular search term on your site)

Key takeaways from customer navigation testing

- Nobody can find your contact page
- Customers cannot navigate your Solutions section.
- Customers are confused between Product Information and Technical Downloads
- Generally, customers had more success navigating the catalog, but some popular products were hard to find.
- Nobody could find tools located in the Design Studio

91% of *current* customers could not find the Design Studio's Ceiling Comparison Guide.





What content do we need for each page we're designing?

Group Exercise

Content Mapping for a Brand Landing Page

30 minutes



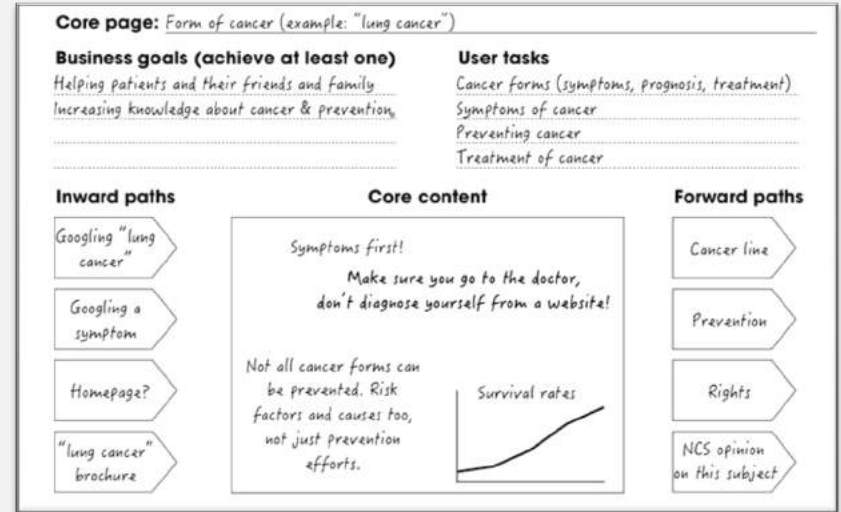
Content Mapping for Core Pages

Before we can design a page, we need a good idea of what content that page should have.

Successful content meets both business and customer needs – but how do you figure out what that is?

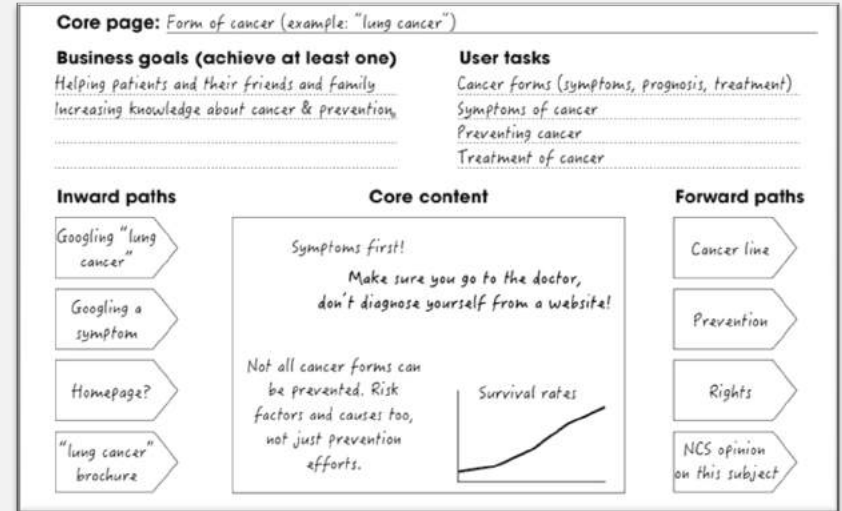
One strategy is using a “core content mapping” exercise – in which we outline content for key pages on your site by filling out a template with:

1. Top business goals for the page
2. Top customer tasks (why are customers coming to this page?)



Content Mapping for Core Pages

3. Customer's inward paths (what are the top ways customers will get to this page?)
4. Customer's Outward paths (where will customers go next?). These should be similar to the main calls to action on the page.
5. Finally... Outline what content should go on the page, including imagery, multimedia, calls to action, etc.

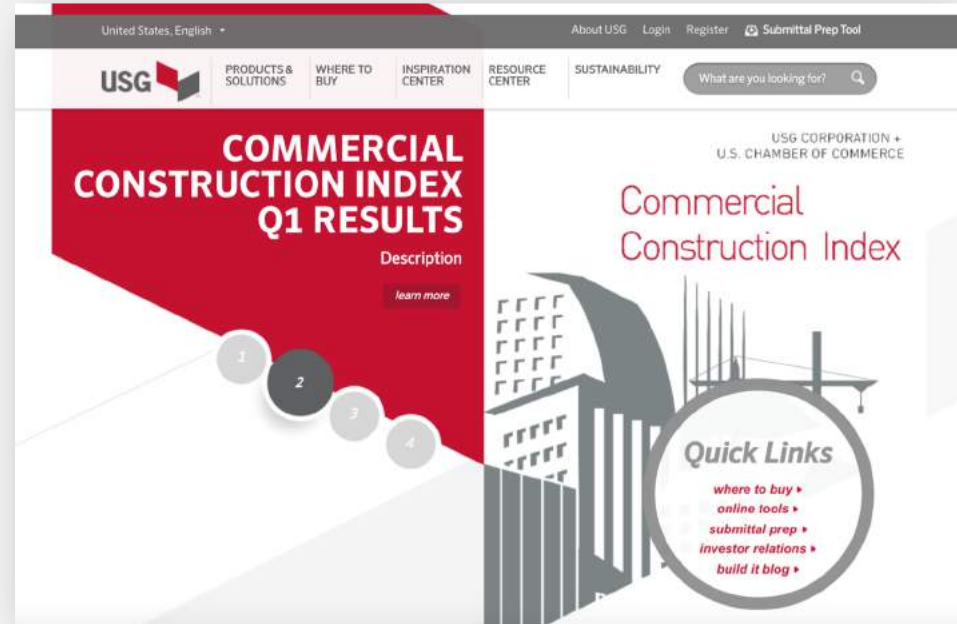




Next Steps

Next steps for Content Strategy

1. Finish content audit (list of pages we recommend you keep vs. delete).
2. Design new navigation; test with customers using tree testing.
3. Meet in April for **Content Strategy Part 2: Production Planning** - to plan governance, roles, resourcing and scheduling for content development.



Next steps for Content Strategy

USG needs to decide if you want Siteworx to help:

- Create a Web content style guide.
- Redesign your catalog's categorization and labeling.
- Define faceted filters, including labeling and organization, for each product category.
- Develop a taxonomy to tag content across your site for dynamic publishing

