

Content Audit Findings

Content Audit Findings - Approach

During the process of conducting the IBM Infor site audit, we were cognizant of **the 4 identified types of users** that will be visiting and using the site:

Types of Users/Visitors	Driving Needs
Prospective and Current Customers of Infor and IBM	<ul style="list-style-type: none"> • What is the partnership, and how can I take advantage of it? • What types of solutions or successes have other businesses like mine achieved in coupling IBM and Infor products? • What will work or be compatible with my current solution?
IBM Resellers	<ul style="list-style-type: none"> • What do I need to know about the partnership and how do I leverage Infor/IBM's offerings with my portfolio?
Infor Resellers	<ul style="list-style-type: none"> • Is there somewhere I can go to find information about or get access to new leads in my area? • Are there resources available that I can use when presenting to sales leads?
Employees of IBM	<ul style="list-style-type: none"> • How do Infor's products differ from ours? How are they similar? • What's the main benefit of the partnership and where do responsibilities begin and end? What about account management and commission shares? • If I have a question, who would I need to talk to at Infor?

Content Audit Findings - Overview

In total, there are **204 interactions**, includes all clickable page features, related links on partner sites, video links, webinar links, gated asset forms, and social channels. This number does not include outdated IBM and Infor contact email links.

- Specific number of unique assets is unclear given how much content could not be viewed
- Appearance of quite a bit of duplication, and in many instances, under different name or title
- There was once a heavy amount of downloadable PDFs, in many cases placed without discernible explanation for their placement, giving the site the appearance of a “catch-all” and muddying the purpose
- Because of the sheer number of times links unexpectedly lead away from IBM’s site to places like Infor, Lenovo, and FastCompany — and the manner in which they are presented on a page — it detracts from any intent to keep a user on a path towards a conversion of some type and, instead, causes the site to feel somewhat directionless
- Roughly 50% of the site is made up of broken links or missing content
- All Content is at least 1.5 years old, and many assets are 2-4 years dated
- Certain interactions, such as expanding accordions, pop-out modal viewers, and thumbnail buttons, aren’t responsive or working properly

Content Audit Findings - Specific Types

With the understanding that the majority of the content links are broken or unable to locate the right content, there appear to be **2 main types**:

1. Downloadable PDFs:

- case studies
- technical, product oriented guides
- whitepapers
- brochures and documents explaining concepts or benefits of the partnership
- presentation slides given at events or otherwise
- reports

2. Videos:

- customer testimonials
- recordings of talks featuring reps from IBM and Infor discussing the partnership
- announcement keynotes
- webcast replays
- product demos

Content Strategy and Site Governance Recommendations

Once primary site goals are identified and ordered in terms of priority:

- Decide which content assets, if any, would be important to have updated or rebuilt
 - Rebuild content types that worked really well previously when more assets were live and working properly
- Identify how site ended up in its current state and establish maintenance systems to prevent deterioration from happening again

Once new IA is established:

- Create consistent naming system for assets
- **Define clear series of steps or actions appropriate for each type of user and build content to support each step**
- If the same content will serve different users in different ways, make sure content is named, organized, and structured in ways that are relevant to each respective user
- **Create more diverse mix of ways in which users will interact and use the content in a more strategic, tiered way**