

Web Strategy

Ideation to Execution

6 Example Web Projects

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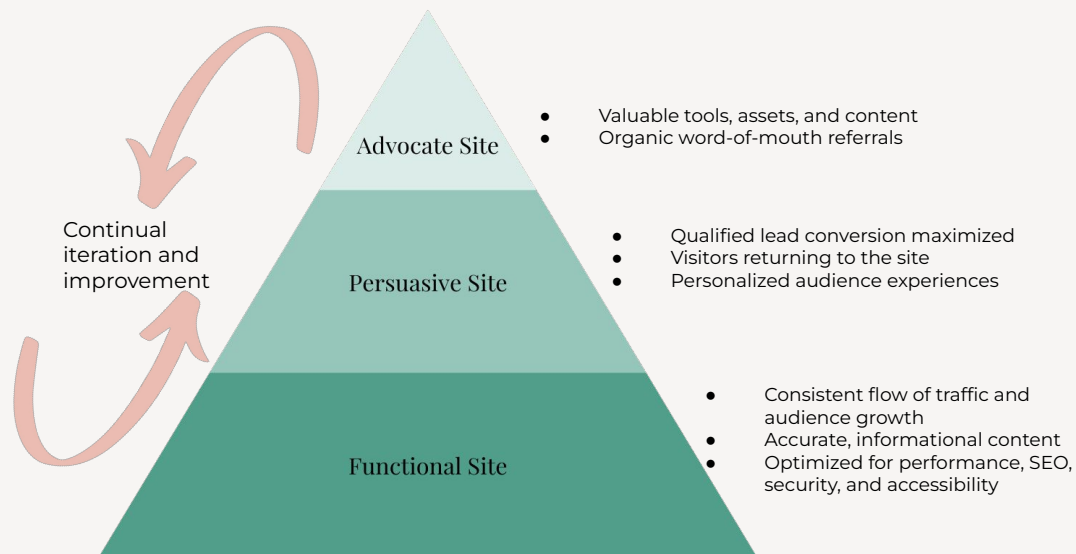
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How I Approach Web Strategy

I have had a lot of success with the [Growth-Driven Design](#) approach to web maintenance and strategy.

Having a “website hierarchy” and taking an iterative approach helps to:

- Prioritize website projects based on need and impact
- Build a roadmap for website improvements aligned with business objectives
- Ensure a solid foundation on which to build



Functional Site

Project 1 - Functional Site Example

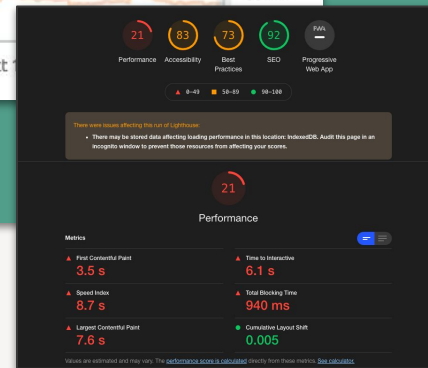
The Redesign SE(Uh)O

Overview:

After launching a redesign, our SEO rankings continued to drop drastically...beyond what was normal.

I also noticed that our H1s weren't being picked up by SEO tools. This indicated a huge indexing issue.

I engaged the dev team and SEO lead to help identify the issue.



Project 1 - Functional Site Example

The Redesign SE(Uh)O

Goals:

1. Identify and fix the indexing issue.
2. Improve our Lighthouse Report Score to support a rebound.



Strategy:

1. Fix HTML so it rendered correctly and indexed.
2. Create a long-term project to fix all 6 'Opportunities' in the lighthouse report, prioritized by impact and required resources.



Measure of Success:

1. Rebound of rankings.
2. Improvement in Lighthouse Score.
3. Consistent growth in traffic.

Project 1 - Functional Site Example

The Redesign SE(Uh)O

Outcome:

This uncovered a **much, much larger** issue. The site used Client Side Rendering and it wasn't rendering **any** HTML at all in the source code. This meant that **Google couldn't see any of the content** on any of the website.

We were able to implement a **'bandaid' fix**, by dynamically rendering some HTML. This stopped the rapidly dropping rankings, but the code was **still too clunky** for Google to index correctly.

It was clear that internal resources **didn't know how to fix it**. Ideally, an external agency would've been engaged.

Why I shared this project

This is a great example of the importance of iterating through the pyramid.

Your content can be top-notch, but without findability, the majority of the intended audience will never find it.

If the website audience isn't growing neither will sales or brand awareness.

Project 2 - Functional Site Example

From Inflexible to Scalable

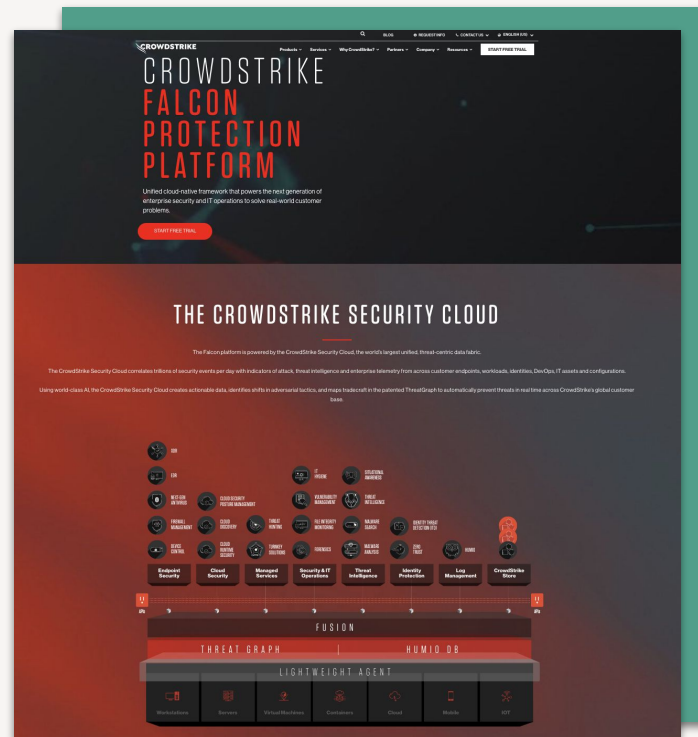
Overview:

WP templates were built in static layouts. If a team wanted to add any additional assets or functionality to a new webpage, it required dev intervention or reliance on a design agency.

This meant that some new pages took weeks to design and making edits to improve UX or design was not an option.

Working with outside agencies caused a lot of friction—either we lost control of the backend of the webpage completely or any edits to the page required dev help and/or new SOWs with the agency.

I engaged the VP of Brand, dev team, and design lead for this project.



Project 2 - Functional Site Example

From Inflexible to Scalable

Goal:

1. Reduce custom page SLA to 10-14 business days.
2. Reduce dependency on outside design agencies.



Strategy:

1. Create a basic component library and flexible templates.
2. Switch pages that have inflexible templates to flexible templates.



Measure of Success:

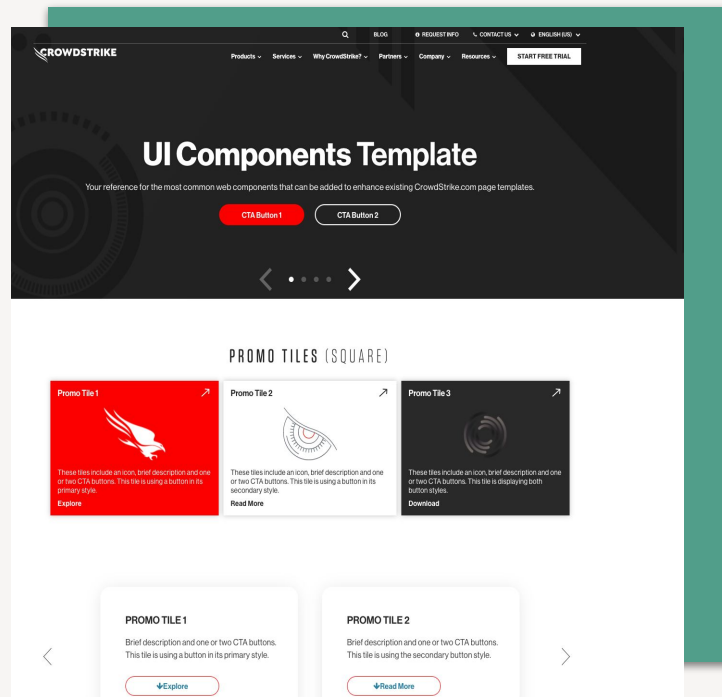
1. SLAs reduced from 20-30 business days to 10-14 business days.
2. Significant reduction in pages or sites being built by outside agencies.

Project 2 - Functional Site Example

From Inflexible to Scalable

The new, flexible
component template.

[View Live Template](#)



Project 2 - Functional Site Example

From Inflexible to Scalable

Outcome:

Custom page SLAs were **reduced to 10-14 days or less**.

We are still engaging outside agencies at the same rate, but we are **having them design using our component library** now. The agency provides the wireframe and assets, and the **in-house web team builds and maintains** the page.

I anticipate we **will not need outside agencies** at all in 6 months.

There is significantly **less friction** with these projects, and multiple custom pages can be completed in a month.

We also **do not have to rescope** past projects or engage our dev team if updates need to be made to a webpage built by an outside agency.

Why I shared this project

While this issue didn't impact the end-user of our site, it's a great example of dysfunction inhibiting growth and improvement at the most foundational level of a website – the CMS and templates.

Until this issue was addressed, we couldn't be agile or flexible enough to make any impactful updates to the website.

Persuasive Site

Project 3 - Persuasive Site Example

Aligning a Global Team on Content Strategy

Overview:

With a product and solution marketing team of over 100, we were creating and publishing a lot of content.

There was no strategy and no promotion plan for 90% of the content being created, therefore, much of our content had 200 views or less 30 days post-publishing.

We were wasting a lot of time and resources and getting very little in return.

In order to shift the strategy, I had to train and gain alignment from the entire marketing team, from the CMO to the content writers, on a content strategy designed to attract, engage, and convert our audience.

Fun fact:

A \$20,000 report got roughly 10 downloads, and no one batted an eye. 🙄



519EBA

Aligning a Global Team on Content Strategy

Goal:

1. Increase organic traffic to all our content.
2. Encourage product and solution marketing teams to plan content campaigns quarterly with clear user journeys and KPIs.
3. Encourage a quality vs. quantity approach to website content.



Strategy:

1. Create and conduct a content strategy training with entire marketing team.
2. Build out funnel-based campaign dashboards for each product and solution team.



Measure of Success:

1. Increased organic traffic to blog posts.
2. Decreased bounce rate and increased conversion on blog posts.
3. Increased resource downloads.
4. Increased pages per session.

Aligning a Global Team on Content Strategy

The content marketing funnel.

Best types of content for this stage:

- Blog posts.
- Press releases.
- Infographics.
- Checklists.
- Explainer videos.
- Newsletters.
- TOI eBooks.
- Tip sheets and data sheets.
- Surveys and quizzes.
- Events.

Best types of content for this stage:

- Webinars.
- eBooks and whitepapers.
- Research reports.
- Case studies.
- Product and spec sheets.
- Demo videos.
- Buyer guides.
- Reviews and testimonials.

Best types of content for this stage:

- Product demos.
- Competitor comparison spec sheets.
- Pricing quotes.

How to create an effective web content strategy for your industry or solution.
Build, engage, and convert your audience.

Content topics that fall under our pillar topic.

- Customer experience
- digital first
- customer satisfaction survey
- omnichannel customer service
- artificial intelligence

[View Training Deck](#)

Project 3 - Persuasive Site Example

Aligning a Global Team on Content Strategy

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HEALTHCARE AND LIFE SCIENCES

The patient experience: What it is, why it matters, and how to improve it

By Jim Burke
May 24, 2021

talkdesk PRODUCTS SOLUTIONS CUSTOMERS SUPPORT RESOURCES ABOUT

Learn the differences between patient satisfaction vs. patient experience.

Digital behaviors are changing the way healthcare providers are expected to interact with patients and how patients expect healthcare. Similar to a customer meeting call to a retailer's contact center and having today's patients expect interactions with healthcare organizations to be engaging with.

What is the patient experience?

The patient experience is the culmination of every interaction a patient has throughout the patient journey.

Patients often judge the entire healthcare system based on each unique touchpoint throughout the patient journey. Organizations must get every touchpoint right to ensure their patients have a positive experience.

talkdesk PRODUCTS SOLUTIONS CUSTOMERS SUPPORT RESOURCES ABOUT PRICING

REPORT

The patient experience (PX) revolution in healthcare

The healthcare industry is at a pivotal moment to transform the patient experience. Driven by their customer interactions, patients now expect easy, seamless, and personalized healthcare experiences, and in that pursuit, are no longer in control.

In this report, we reveal insights from our most global research survey that show how healthcare providers are rethinking and repositioning contact centers to support a reimagined patient experience.

This report focuses on the key elements:

- The rising stakes to improve PX.
- The implications of a century fragmented PX.
- How contact centers are at the center of transforming PX.
- The opportunity to leverage contact centers for care coordination.
- How to use contact centers for patient and business intelligence.

Download the report for Executive and public use in understanding and benchmarking the full potential of your contact center.

By registering, you agree with the processing of your personal data. Talkdesk is committed to your Privacy Policy.

Download the report.

First Name

Last Name

Work Email

Company Name

Phone Number

Country

Language

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WEBINAR

Reimagine the patient experience with Talkdesk

WATCH THE RECORDING

SPEAKERS:
Changsheng VP-Industry Strategy - Healthcare & Life Sciences, Talkdesk
Rohit Mahalingam, VP, Product Management, Healthcare & Life Sciences, Talkdesk
Jeff Sturman, Senior Vice President & Chief Digital Officer, Memorial Healthcare System

Patient experience is undergoing revolutionary change as more parts of the patient journey become digital, and expectations for convenient and consistent service rise. Talkdesk powers a reimagined patient experience through synchronized, personalized and contextualized interactions.

- Hear Talkdesk's product vision for healthcare and see a demo.
- Learn how Jeff Sturman, Chief Digital Officer at Memorial Healthcare

Fill out the form to watch the recording.

First Name

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Work Email

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Company Name

WATCH NOW

REPORT

The patient experience (PX) revolution in healthcare

DOWNLOAD REPORT

TALKDESK RESEARCH™ REPORT

The patient experience (PX) revolution in healthcare

talkdesk

Project 3 - Persuasive Site Example

Aligning a Global Team on Content Strategy

Outcome:

The training was **very well received** by the marketing team. This inspired a SiriusDecisions **campaign framework** to be implemented by all of our product and solution teams.

Campaigns were planned and content creation started a quarter in advance. Journeys were **connected**, and the teams were **empowered with dashboards** in Google Data Studio to ensure they were driving the traffic they needed and converting that traffic to **support MQL goals**.

When we commissioned new content it was done to **fill a gap** in our user-journey – **not 'just because.'**

Why I shared this project

When teams work in silos, which is often the case in B2B, it's very easy for the website to become this hodge-podge of content with no clear strategy. They have MQL goals...and the answer to meeting that goal is usually more content.

As a web strategist, I use data to show them how their audience engages with content, and help them identify gaps in their content funnel or strategy.

Working backwards from MQL goals to help them truly understand exactly what they need in terms of acquisition and conversion is incredibly persuasive and effective.

Keeping content creation strategic and data-backed keeps our strategy clean and our content and website concise and effective.

Project 4 - Persuasive Site Example

The (Way) Under-Performing Landing Page

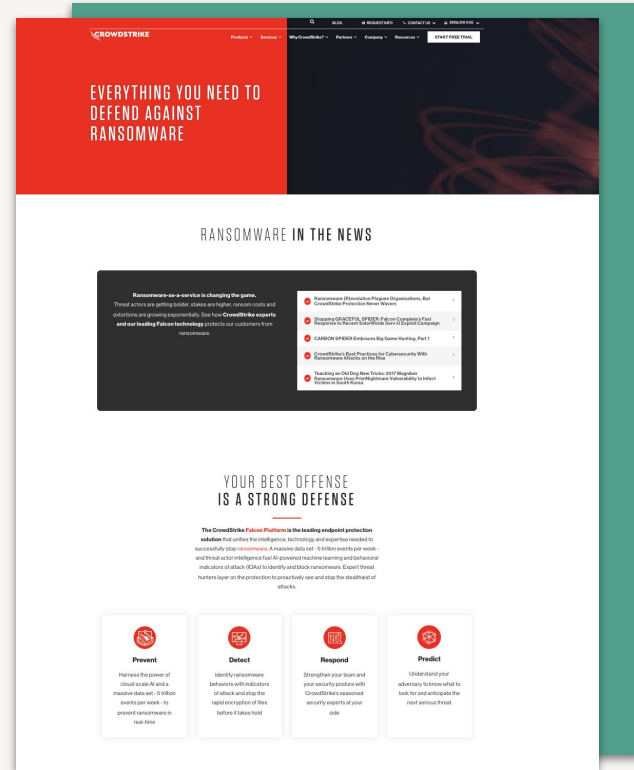
Overview:

I had received several requests from product teams for product resource hubs. Before allocating resources to these projects, I wanted to ensure they were performing.

These pages seemed redundant, but I wanted to provide feedback and guidance based on data – not opinion.

After looking at the data for our one current resource hub, I found that it was performing far below B2B benchmarks. Before creating anymore of these, I knew I had to optimize the current one first to establish best practices and a template for this type of content.

I connected with the Product Campaign Manager to try to reset the goal and purpose of this page to see if we could make adjustments to improve performance.



The (Way) Under-Performing Landing Page

Acquisition Channel	Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate
Display	67,471	91%	12s	<.01%
Paid Social	3,516	98%	4s	0%
Organic Social	277	98%	6s	0%
Paid Search	274	75%	53s	1.46%



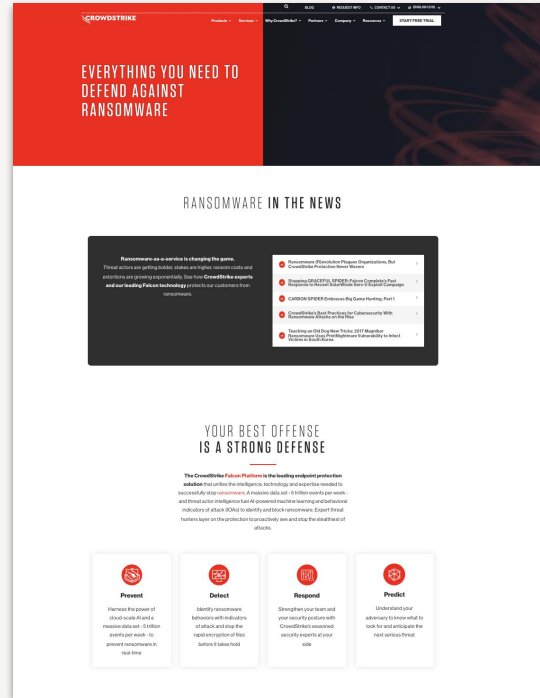
Project 4 - Persuasive Site Example

The (Way) Under-Performing Landing Page

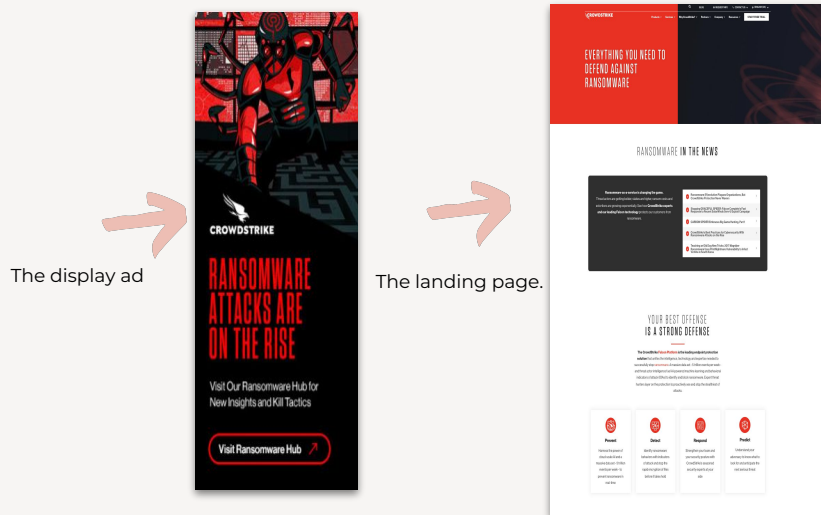
The display ad



The landing page.



The (Way) Under-Performing Landing Page



The display ad

The landing page.

What's wrong with this picture?

- The display ad message does not align to the content on the page.
- The look and feel of the display ad does not carry over to the web experience.
- 'Ransomware in the News' section immediately sends users to a different site entirely.
- The story is disjointed, the content is indulgent, and doesn't have any clear value to the audience.
- The purpose of the page isn't clear and doesn't align to the headline.
- The next step of the journey also isn't clear. What is the user supposed to do next?

The (Way) Under-Performing Landing Page

Goal:

1. Align with the product marketing team on the purpose and goal of the resource hub.
2. Determine the effectiveness of the current resource hub in meeting those goals.
3. Establish best practices for format and promotion plan for resource hubs.



Strategy:

1. Analyze and report on the performance metrics for the current resource hub.
2. If ineffective in its current state, make hypothesis on why and suggest improvements to test.
3. If effective, document and socialize best practices.



Measure of Success:

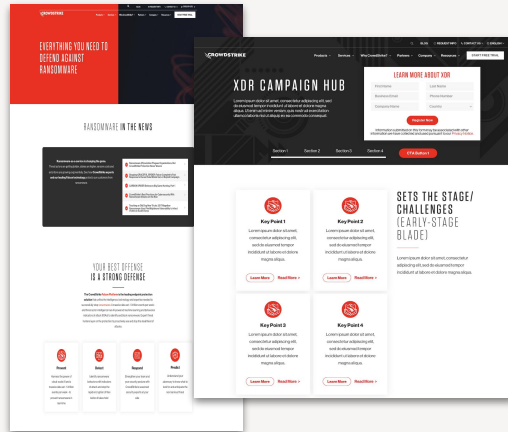
1. Repeatable and documented framework for creating resource hubs.
2. Current and future resource hubs meet B2B performance benchmarks.

Project 4 - Persuasive Site Example

The (Way) Under-Performing Landing Page

Outcome:

The Product Campaign Manager was grateful for the insight and we engaged our internal UX/UI and content specialist to help us design an improved experience, following landing page best practices, that we plan to launch, test, measure performance and iterate in the near future.



Old experience

New experience

Why I shared this project

This landing page is a great example of uncovering immense opportunity for iteration and improvement.

Partnering cross-functionally to help various teams in the organizations optimize their campaigns is one of my passions. I'm always thinking, "this is great, but can it be better?"

Iteration, testing, setting goals, and having a regular cadence of reporting is a great way to get non-web teams excited about the work they are doing, the success it achieves, and the potential it has to keep getting better (and drive more business!).

Advocate Site

Project 5 - Advocate Site Example

Useful Resource Creation On The Fly

Overview:

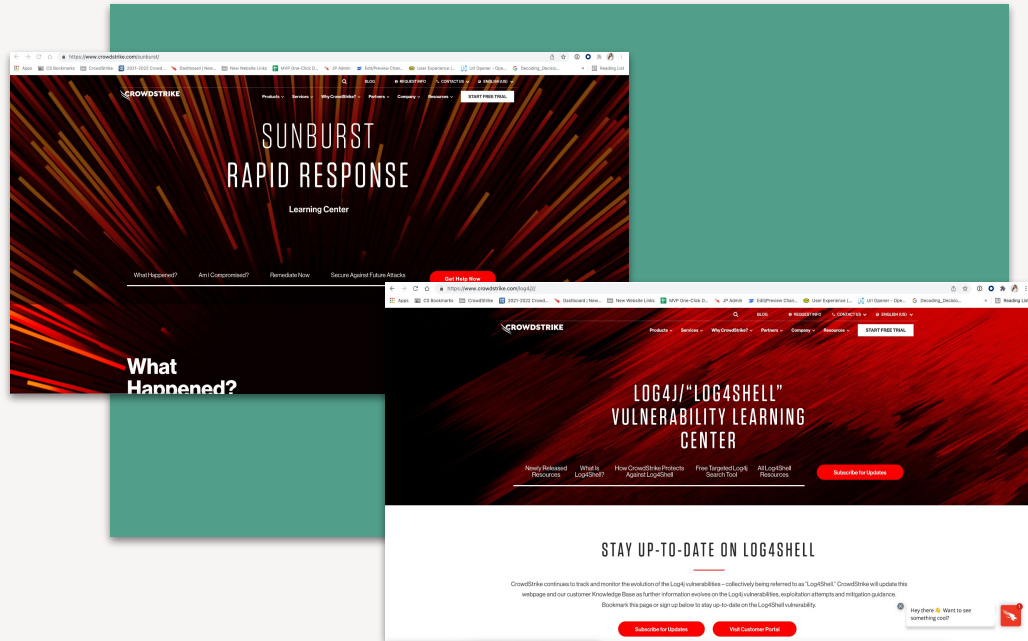
In the Cybersecurity industry, responding to code vulnerabilities rapidly is an effective awareness strategy.

December 2020, the Sunburst vulnerability caused a huge media storm in the industry. CrowdStrike was unable to respond as fast as their competitors and missed the opportunity for several thought-leadership opportunities.

They eventually launched some content and a learning center in January 2021, but it performed poorly – attracting just 4,036 sessions and 1,778 new users in 30 days.

When another code vulnerability, Log4j, struck in December 2021, we had just a few days to develop a web strategy.

Using insights from the performance analysis of the previous year's response and the recently uncovered insights from the Resource Hub project, I collaborated with Brand, Campaign, and Product teams to establish quick-to-market Log4j Web Campaign.



Useful Resource Creation On The Fly

Goal:

1. Be the ultimate industry resource for Log4j remediation and news.
2. Beat last year's performance metrics by 25%.
3. Establish a rapid-response framework for subsequent code vulnerabilities.



Strategy:

1. Use current components to construct a Learning Center to be the ultimate Log4j resource.
2. Release a variety of new content on a daily basis that aligns with the developing story in the news.
3. Offer valuable resources and content that is helpful not just informational.
4. Ensure there is a clear journey for the Log4j content.



Measure of Success:

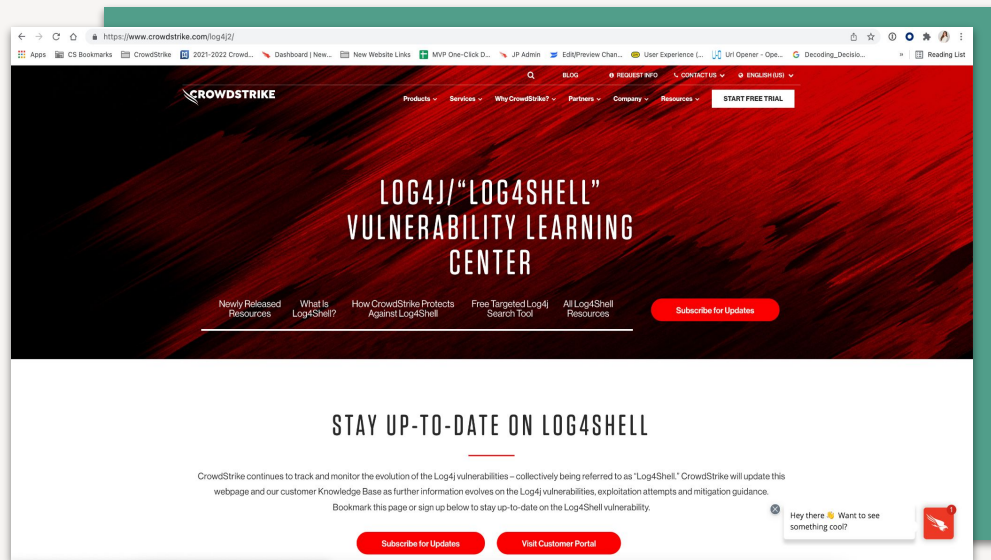
1. Sessions, new users, returning users, and conversion rates increase 25% over all Sunburst content.
2. Log4j Learning Center engagement metrics increase 25% over Sunburst Learning Center.

Project 5

Useful Resource Creation On The Fly

Approach to the Learning Center:

- Easy to navigate
- Provides immediate value to audience in the form of tools and resources
- Can easily evolve as new content is created
- Provides a clear next-step for user
- Allows us the opportunity to re-engage or target this audience in the future for remarketing purposes



Project 5

Useful Resource Creation On The Fly

All Web Content

Metric	All Sunburst Web Content Combined	All Log4j Web Content Combined	B2B Benchmark*
Sessions	4,162	40,231	NA
New Users/Returning Users	1,850/2,312	19,686/13,106	NA
Bounce Rate	50.23%	65.19%	75%
Pages per Session	1.85	1.39	2
Time on Page	1m42s	1m29s	1m22s
Conversion Rate	.34%(All Goals)	8.72% (All Goals)	.7%

Learning Centers

Metric	Sunburst Learning Center <i>(Jan 11 - Feb 10, 2021)</i>	Log4j2 Learning Center <i>(Dec 20 - Jan 19)</i>	B2B Benchmark*
Sessions	2,048	4,676	NA
New user/Returning Visitors	855/1,271	2,099/2,817	NA
Bounce Rate	57.31%	53.44%	75%
Pages per Session	1.94	1.91	2
Time on Page	2m14s	2m12s	1m22s
Conversion Rate	.53% (All Goals)	5.50% (All Goals)	.7%

*Benchmarks from [2021 Digital Experience Report](#)

Project 5 - Advocate Site Example

Useful Resource Creation On The Fly

Outcome:

Our response to Log4j was incredibly successful, generating over 40,000 website sessions over the course of 30 days.

With this success, we were able to develop a standardized response framework for code vulnerabilities that can be initiated immediately with a clear set of tactics that we know works.

Thirty days following this campaign, I shared a short deck with the exec team that outlined the performance, key insights, and ideas for ways we can improve next time.

Why I shared this project

The success of this campaign was possible because of the groundwork I had done in the months prior with the flexible templates and analyzing the Resource Hub layout.

There is no shortcut to great when it comes to web strategy. You have to take the time to build out the foundation in order to reach the pinnacle of the pyramid.

Project 6 - Advocate Website Example

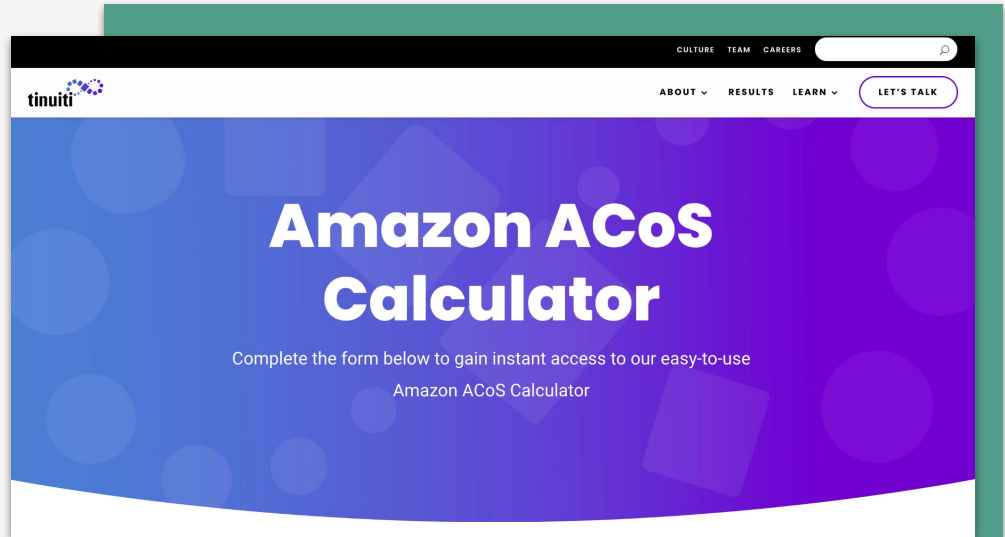
Creating Valuable Tools for Marketers

Overview:

While working at Tinititi, I noticed there were some high-volume searches to our site for “how to calculate...”.

I saw a huge opportunity to leverage our in-house marketing experts and massive amounts of survey data to build interactive content experiences like calculators and data-dashboards.

The best part – we weren’t creating new content. Just repurposing what already existed.



Creating Valuable Tools for Marketers

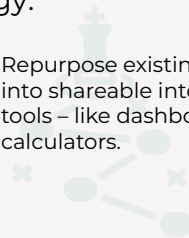
Goal:

1. Create interactive web tools for marketers that drove SEO traffic and generated media buzz.



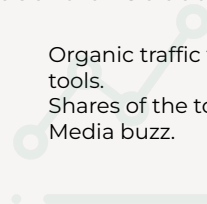
Strategy:

1. Repurpose existing content into shareable interactive tools – like dashboards and calculators.



Measure of Success:

1. Organic traffic to these tools.
2. Shares of the tools on social.
3. Media buzz.



Project 6 - Advocate Website Example

Creating Valuable Tools for Marketers

Outcome:

Our calculators performed really well. The ACoS calculator **still ranks in the top 5** for 'ACoS calculator.'

I had several more planned, specifically ROI calculators.

Following the successful launch of our 2020 Beauty Industry Trends report, I was working with our analyst team to **develop an interactive dashboard** that beauty marketers could use to derive their own insights from the survey data we collected to create the report.

Why I shared this project

Content marketing is and always will be my first love. I love being a strategic, technical, and creative partner to all marketing teams.

I think this project demonstrates how my creative background can be so valuable in web strategy roles.



Q+A