

QSC+ APRIL SIX

WEB CAPABILITIES

January 2025

april6

OUTLINE

- A little about April Six
- Our Web philosophy
- Work samples
- Web process
- Q-SYS work at-a-glance
- Marketing themes
- Discussion/ Q&A



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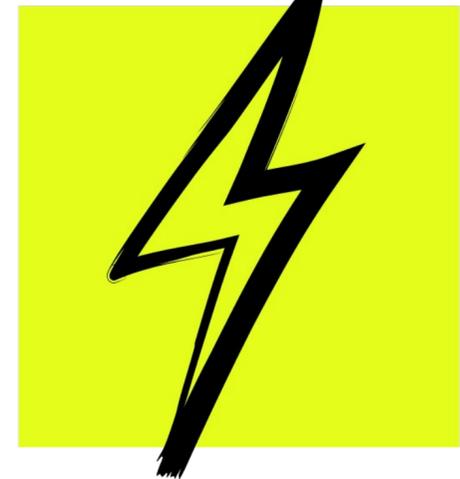
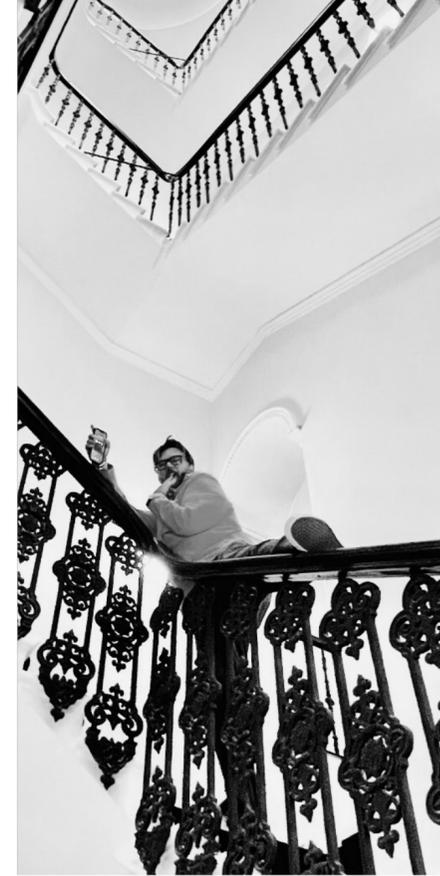
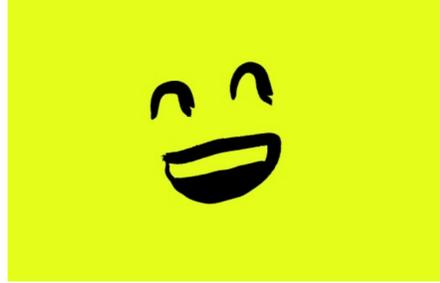
Trevor Eiler
Associate Creative Director, Design



Jason Fell
Developer



**WE ARE
A GLOBAL GROUP
OF INDUSTRY
SPECIALISTS
CRAFTING MOMENTS
THAT MATTER FOR
BRANDS SHAPING
THE FUTURE.**



A BIT ABOUT US

- 140-strong
- 25 years in business in 2025
- Strategy, creative, account, media, and analytics
- Global footprint US, UK, Singapore, Germany
- Experience in hardware, software and services
- Entering 2025 as a Marketbridge company



BRANDING + WEB REFRESH

Built-to-last brands applied to customer-centric web experiences that drive measurable action.

ABM PROGRAMS

Designing 1:1, 1:few, and 1:many strategies and activating programs into market through intent-led media.

BRAND CAMPAIGNS

Activating brand stories by creating moments to spark new audience engagement and awareness.

MEDIA + REPORTING

Planning, buying, and reporting on paid media across search, social, display, content syndication, direct buys, CTV, and OOH.

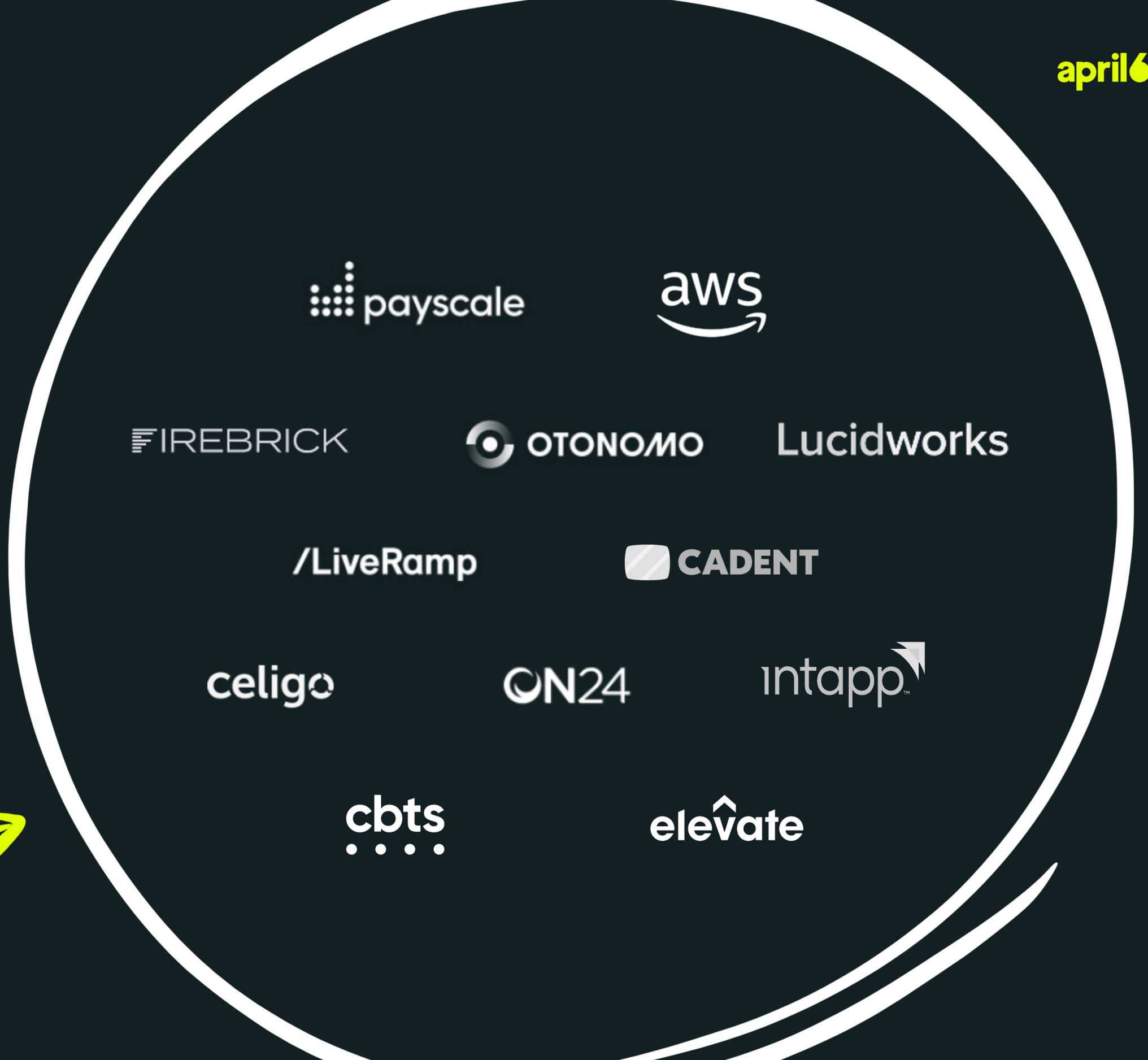
DEMAND CAMPAIGNS

Single- or multi-campaign demand generation strategies to capture and qualify leads for sales team follow-up.

CONTENT DEVELOPMENT

Video to infographic, short- and long-form content to educate and inspire audiences.

**BRANDS
WE'VE BEEN
PROUD TO
PARTNER
WITH ON
WEB WORK**



payscale

aws

FIREBRICK

OTONOMO

Lucidworks

/LiveRamp

CADENT

celigo

ON24

intapp

cbts

elevâte

BUILDING STRONG, MODERN WEBSITES

1. DESIGN FOR CONSENSUS, BUILDING TRUST FOR THE GROUP

BtB audiences are complex.
Every page plays a critical role
building trust in order to
achieve consensus

2. TEST AND LEARN THROUGH HUMAN INTERACTION

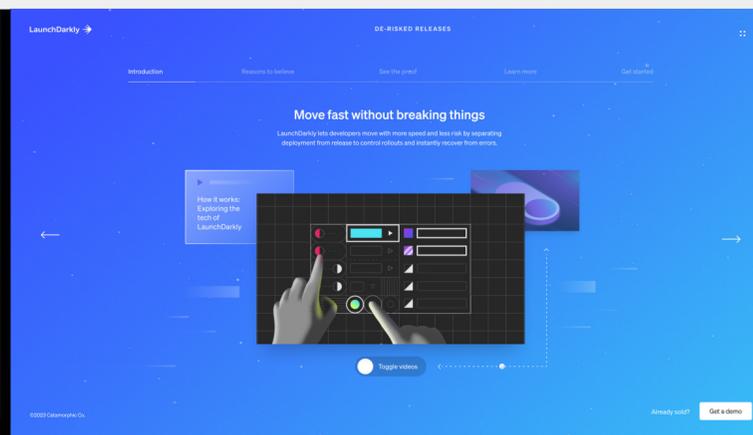
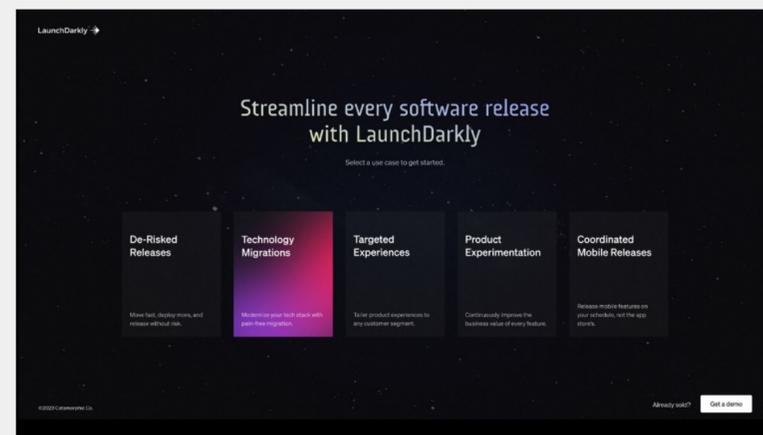
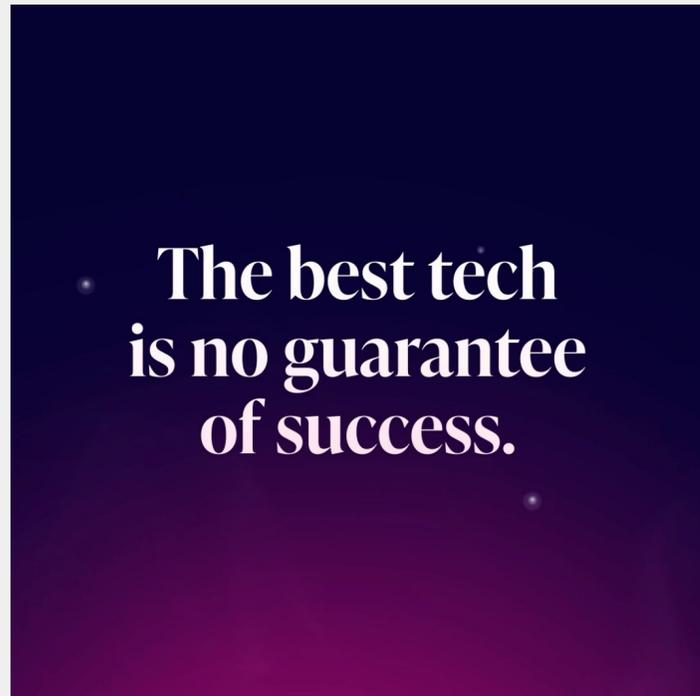
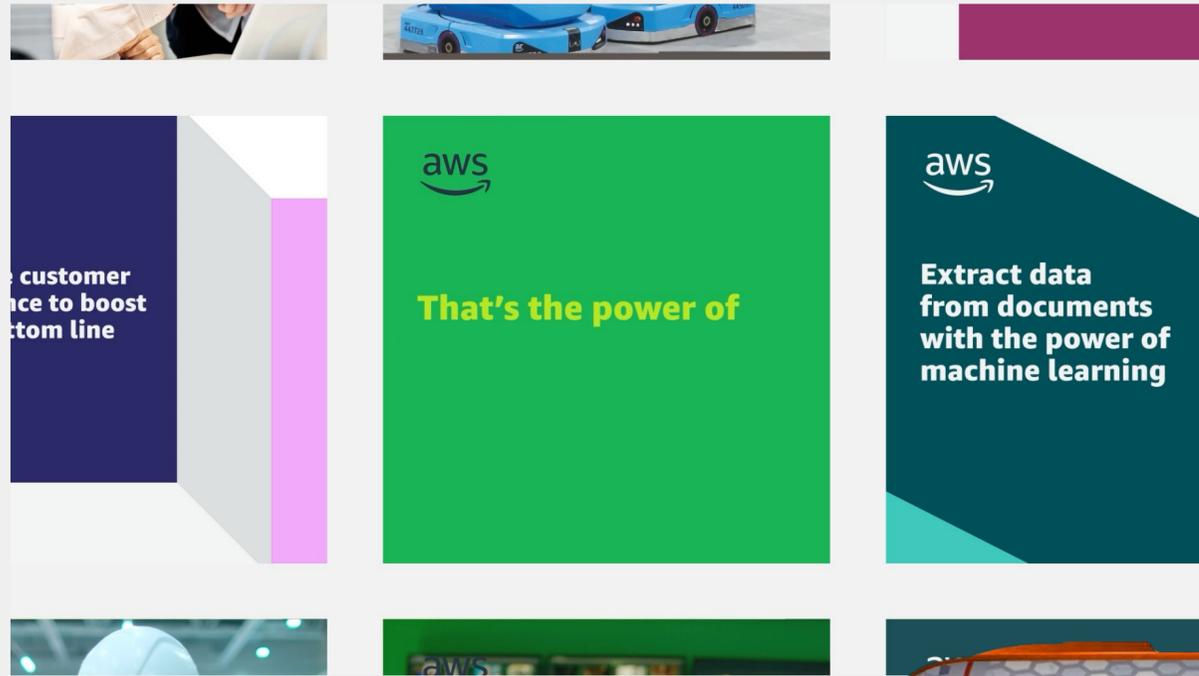
Fundamental decisions
about your site should be
decided by your audience
trying the experience

3. A DIGITAL ECOSYSTEM BUILT FOR CONSTANT CHANGE

Businesses need to design
for the entire ecosystem,
where systems adapt to an
evolving landscape

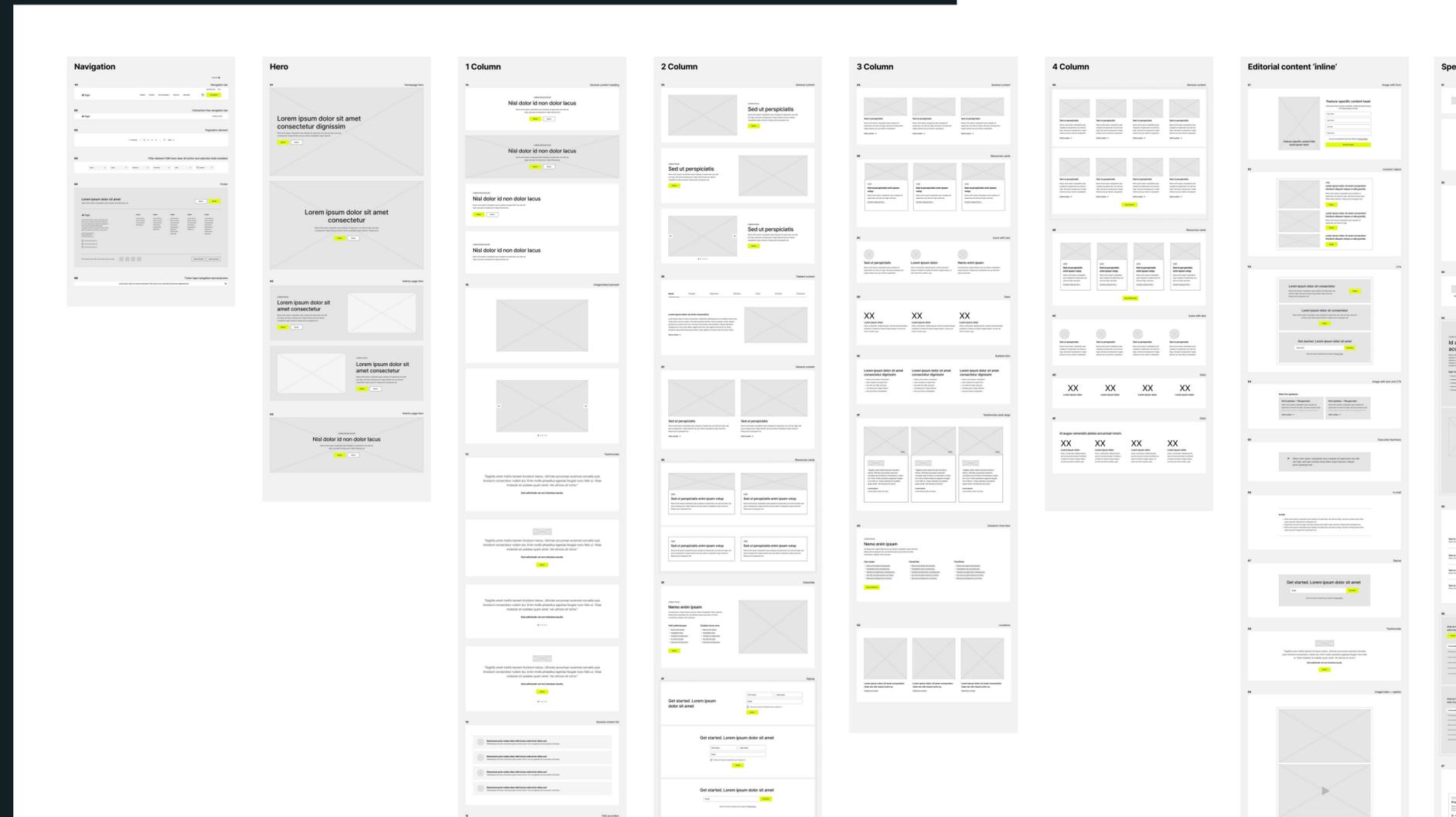
RELEVANT WORK

Brand Experience



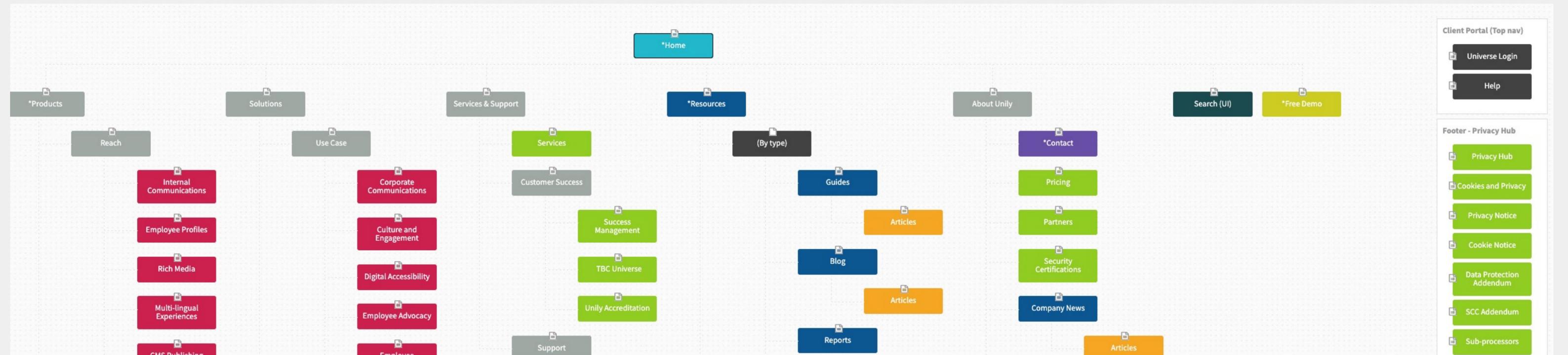
YOUR WEBSITE IS THE FOUNDATION

We've learned (first-hand) that the best web experiences deliver the most customer value

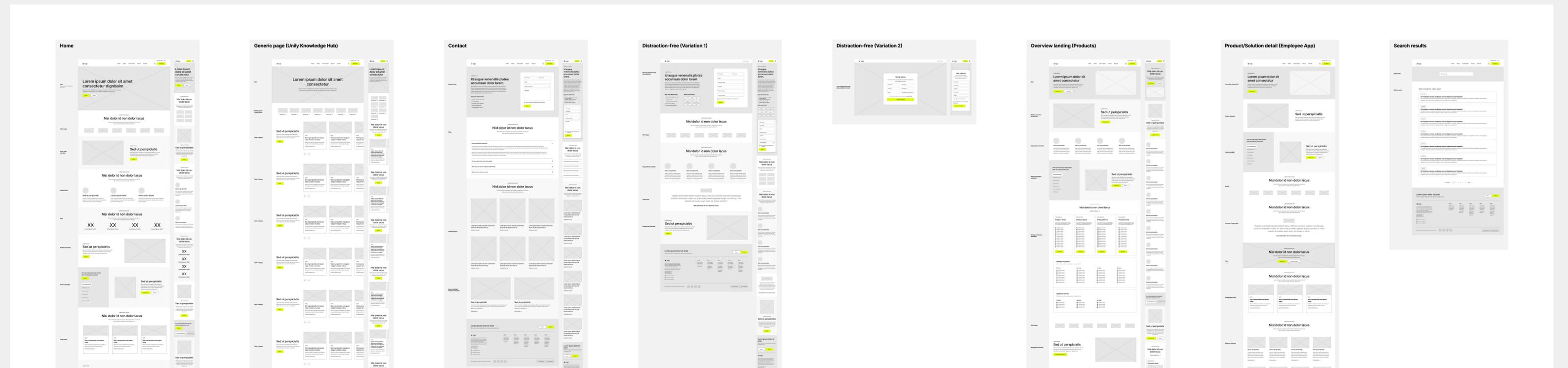


Web foundations

Sitemap



Wireframes: page templates



A BRAND LAUNCH IGNITES EVOLUTION

When you update your brand, customers, prospects, and employees need a marker of change and progress for the better.

celigo Products Solutions Services Partners Learn Company

Contact Sign In

Try for free

More than an iPaaS. Your blueprint for success.

The Celigo Integration Platform (iPaaS) connects applications and automates processes with support and recommendations from real human experts.

Our approach Talk to an expert

2022 Forrester TEI Study

Before and After

Elevate

Employee Benefits, Revolutionized
We've been around since the advent of CDHPs. Our team of industry experts has built many of the leading platforms. Now, we've come together to Elevate the experience.

Our experienced team has served over
10 million Participants
60,000 Employers
165 Partners

It's time to demand more.
Modern-day employees can't make the most of their benefits when decades old consumer-directed benefits platforms are stuck in the past.

24/7 Conversational AI
Get 24/7 support and answers powered by the same AI/ML compliant AI technology that powers Amazon's Alexa.

Human support with brains
Leverage Special Ops when you need that human touch. You'll get support from formerly military veterans with unique insights.

Modern consumer-directed benefits delivery— for everyone.

They're consolidating. We're innovating.
We make the switch as painless as possible.

	elevate	The Industry
Instant claims processing	✓	—
Some-day reimbursements	✓	—
Real-time digital reimbursements	✓	—
Single, cloud-based platform	✓	—
Single, contactless card	✓	—
Easy file transfer setup with ETL tool	✓	—
Build your own reporting	✓	—
No support-ticket plan updates	✓	—

Simplify account administration for your company.
Easy to understand by your team. Simple to use by your HR team.

Otonomo

The Smart Mobility Data Platform
Igniting a new generation of mobility services and experiences

FLEET
Fleet management solutions powered by connected vehicle data

TRANSPORTATION & MOBILITY INTELLIGENCE
Data-driven decisions for sustainable city planning & MaaS optimization

CONNECTED VEHICLE DATA
Easy access to multi-layered data that drives your business

INSURTECH
Connected insurance technology for safer & smarter mobility
The Floor

50M ADDRESSABLE VEHICLES
330B MILES COVERED
3.4B+ DAILY AVERAGE DATA POINTS

Rich vehicle and multimodal mobility data to power your planning, deployment, and operations.

Gain access to broad and diverse, high-quality mobility data from multiple providers and over 50 million addressable vehicles.

Access one API for millions of vehicles
Use real vehicle data from connected cars and fleets located globally to create innovative apps and services for companies and consumers.

Privacy is at the core of our technology
Architected for security and privacy by design, Otonomo's platform complies with even the most stringent data privacy regulations including GDPR and CCPA, ensuring all parties are protected and companies remain compliant across multiple geographies.

PayScale

Take Comp To The Next Level
Elevate your pay game with multiple streams of validated salary data, superior software utilizing AI-powered recommendations, and the industry's most advanced reporting tools.

69% of jobs are ripe for disruption
Deloitte

42% of required skills will change by 2022
World Economic Forum

74% of CEOs worry that a lack of skills will constrain company growth
PwC

PayScale is Your Adaptive Compensation Advantage
Powerful forces are changing the world of business and reshaping the future of the workforce. Existing comp models can't keep up. A new approach to compensation is needed, one that will allow HR leaders and compensation professionals to price jobs, determine merit increases, make market adjustments, and analyze employee salary data to inform better business decisions at previously inconceivable speeds.

Trusted By The World's Leading Brands
UnitedHealth Group, Intel, Bloomberg

Featured Content

- Comp Best Practices**
From compensation planning to variable pay to pay equity analysis, we surveyed 4,800+ organizations on how they manage compensation. [Learn more](#)
- Variable Pay Playbook**
Before you decide whether variable pay is right for your org, get a deeper understanding of the variable pay options and the cultural impact of pay choices. [Learn more](#)
- Why They Quit**
Why do people leave their jobs? We take a deep dive into what's impacting employee retention and what employees are looking for in their new role. [Learn more](#)
- Anatomy Of A Raise**
New research on who's asking for raises and who's getting them as well as advice on how to ensure you're getting the salary you deserve. [Learn more](#)

Here's What Our Customers Say About Us
[See Success Stories](#)

Mariani Packing Company 410 employees
Bankers Healthcare Group 488 employees
Nestle 47,737 employees

"Managers ask me when they will get an email to start with Team. They would never ask that about a spreadsheet! They're excited about using Team because it's so quick and simple for them."
Margarita Navarro — Payroll Administrator, Mariani Packing Company

99% customers recommend PayScale

Earliest Admin (2019-2020)
Best Merit Recommendations (2019-2020)
Earliest To Hire (2019-2020)
Leader (2019-2020)
Leader (2019-2020)

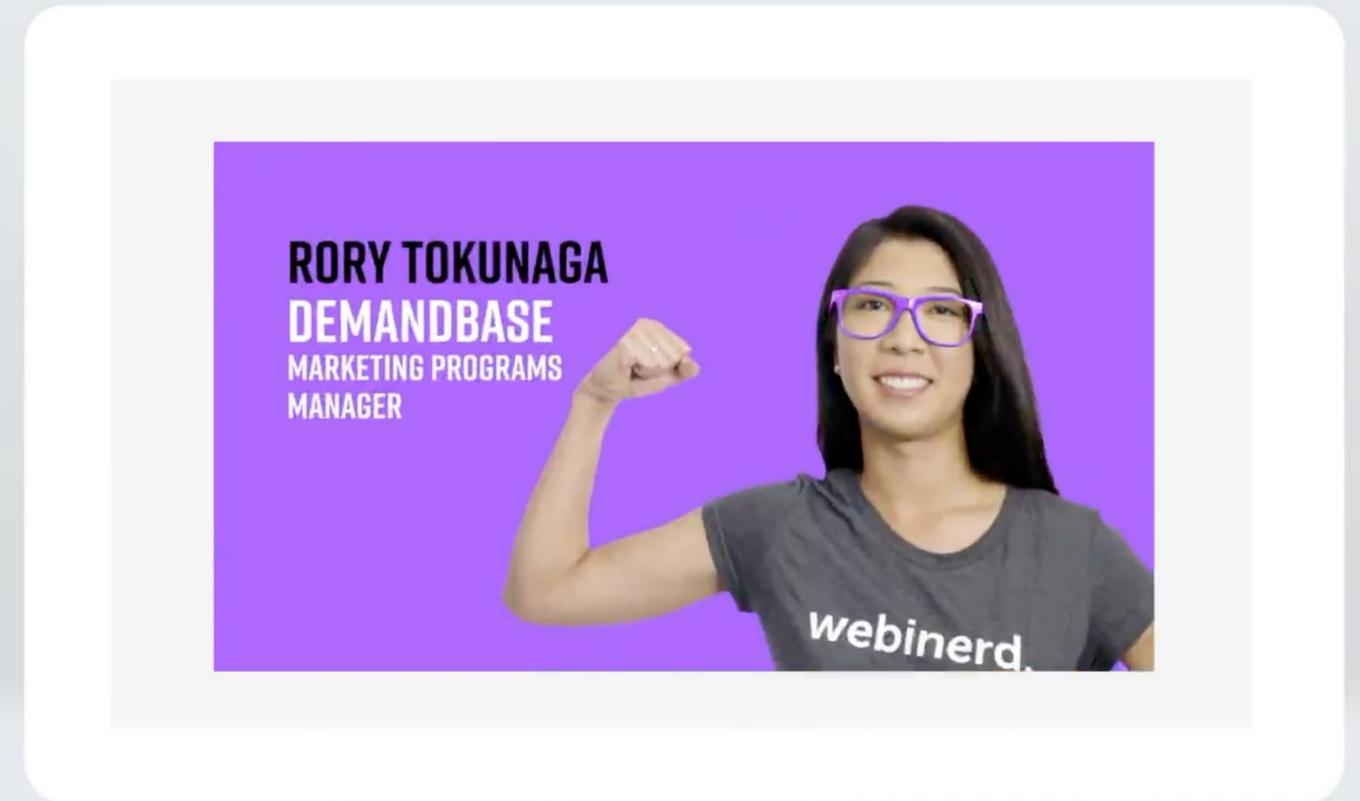
CBTS

YOUR JOURNEY TO THE CLOUD STARTS HERE

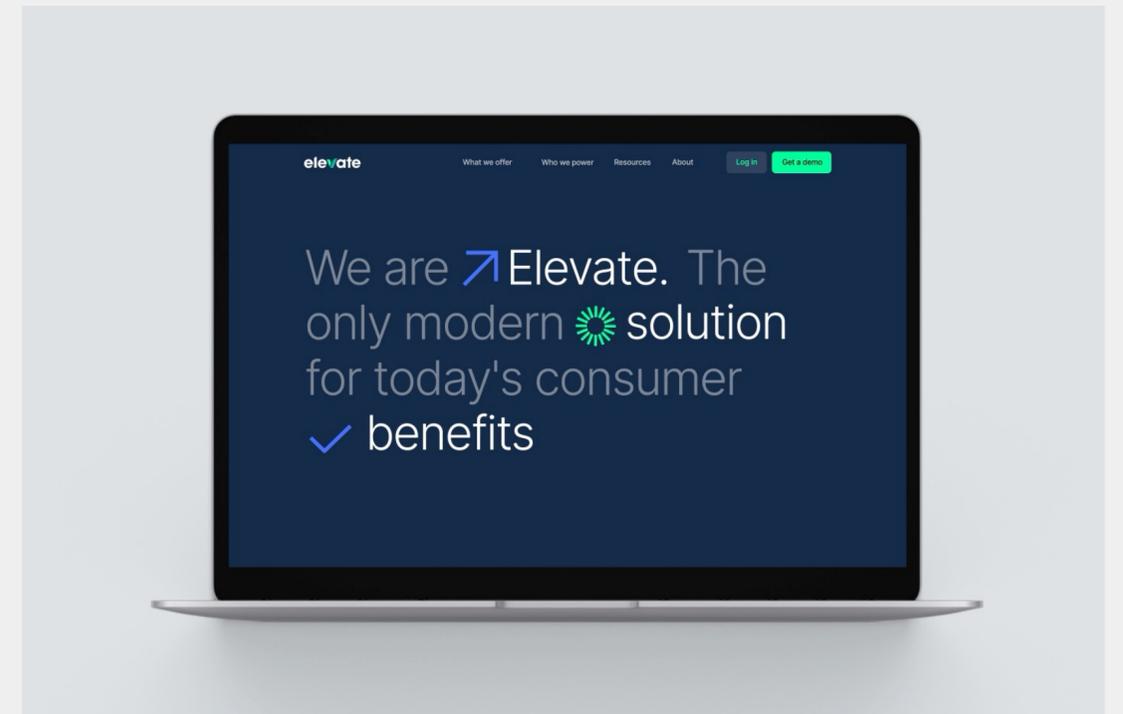
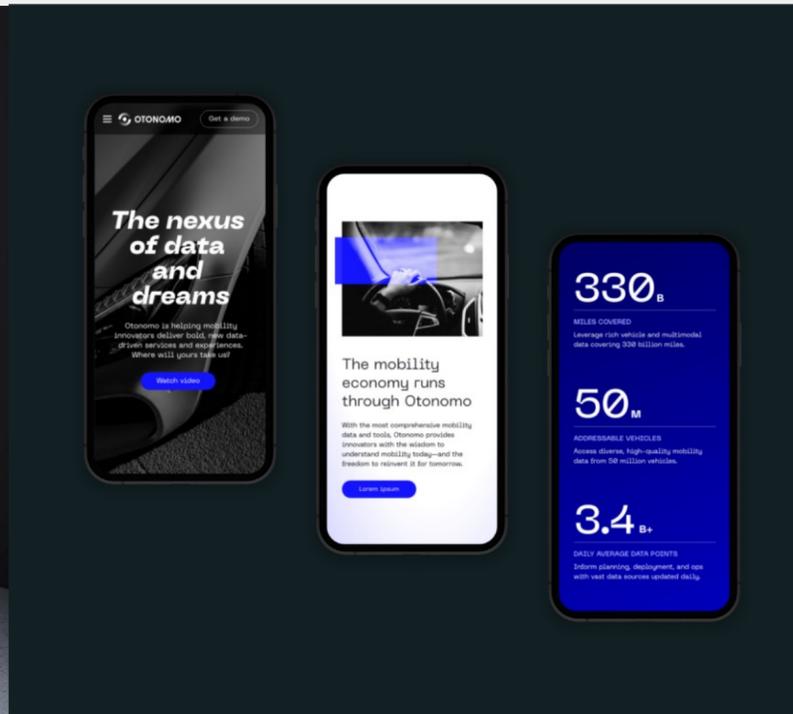
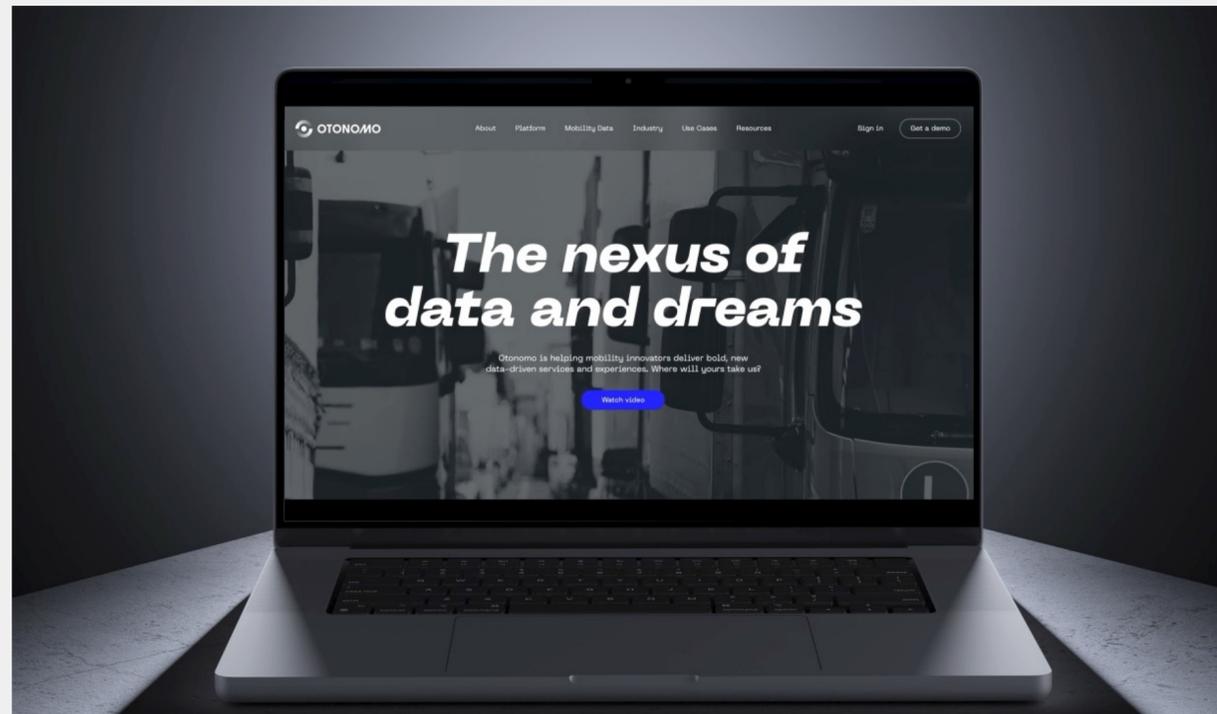
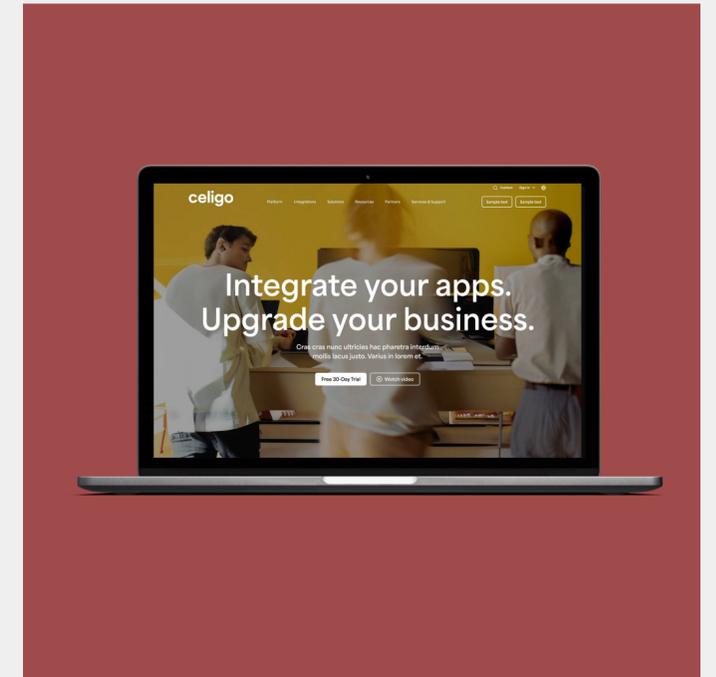
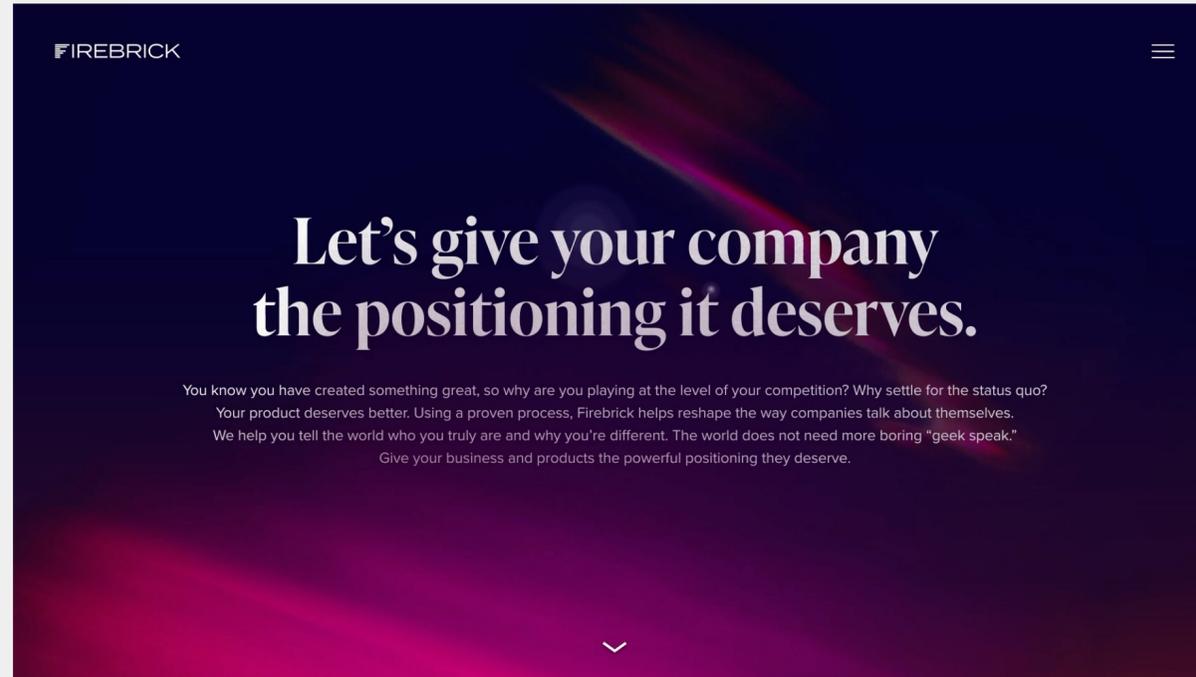
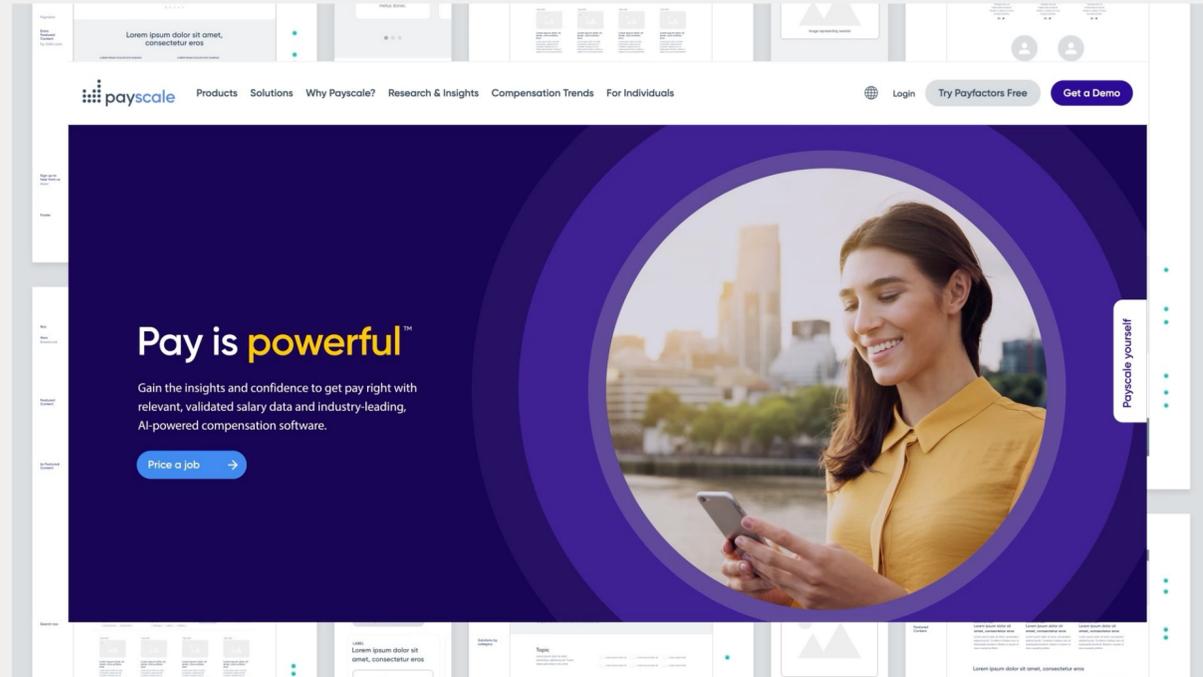
HISTORY OF INNOVATION
MEET OUR EXPERTS
STATE OF THE ART FACILITIES
BLOG
NEWSROOM
CUSTOM CONTENT BUILDER

STORYTELLING DRIVES ACTION

Through web experiences, telling your brand story blends strategic positioning, SEO optimization, and an unwavering focus on putting the customer first.



Storytelling



BREAKING THROUGH MEANS STAYING FRESH

Continually reimagining today's brand experiences and techniques is the new normal



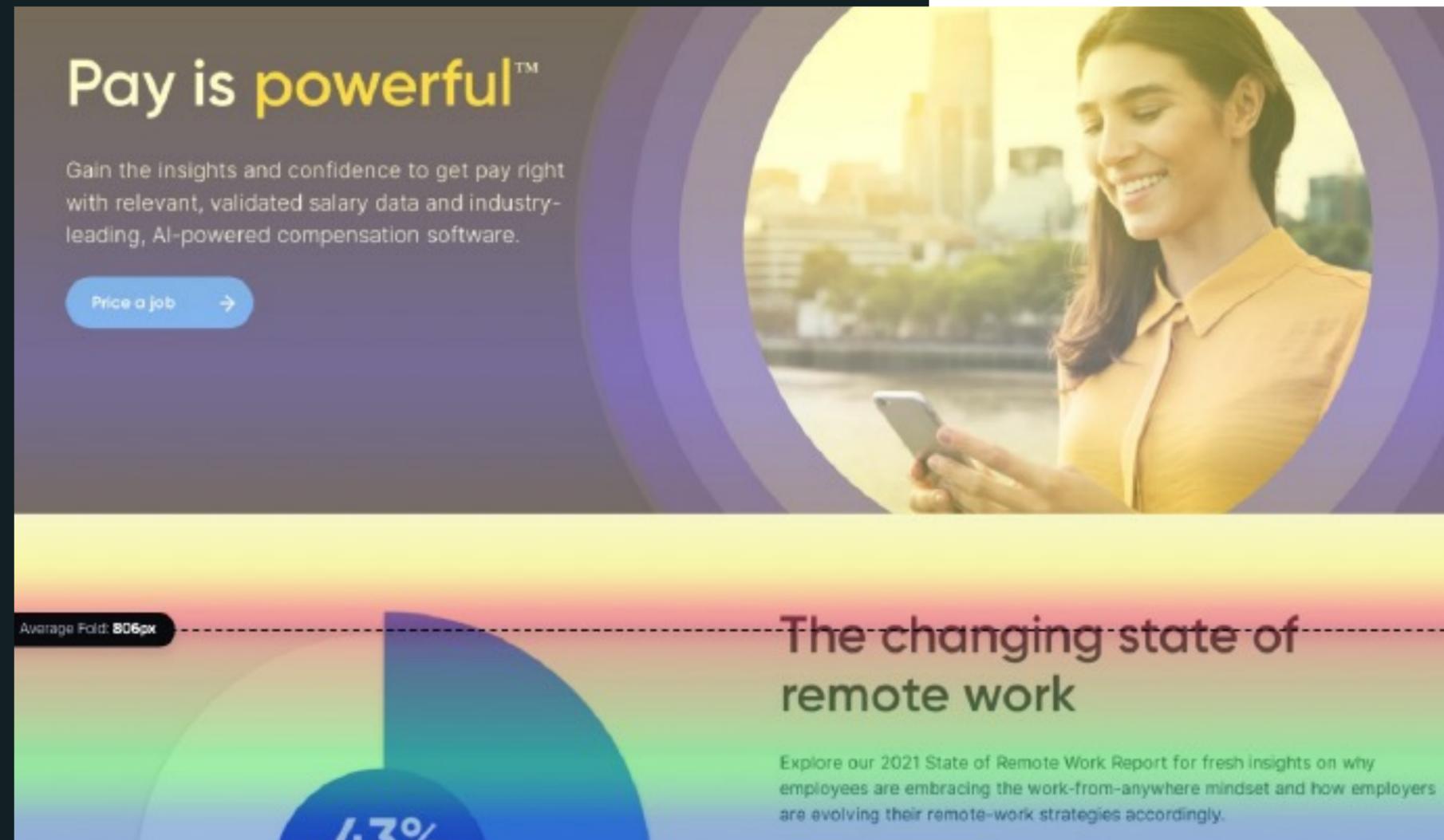
Staying Fresh

An infographic on a dark blue background. On the right is a stylized globe with a smaller blue circle above it. On the left, the number '330_B' is prominently displayed. Below it, the text reads 'Miles covered' and 'Leverage rich vehicle and multimodal data covering 330 billion miles.' Further down, the numbers '50_M' and '3.4_{B+}' are shown, each underlined.

A screenshot of the Bill.com website landing page. The header includes the 'bill.com' logo and navigation links for Product, Solutions, Pricing, Partners, Resources, Company, Support, Login, and Sign Up. The main headline reads 'Modernize yesterday's payment processes' with a sub-headline: 'Pay bills, send invoices, speed approvals, and get paid with intelligent AP and AR automation from Bill.com.' A 'Start trial' button is visible. An illustration shows a woman in a yellow dress holding a tablet labeled 'Bills to approve' and talking to a man at a desk. The bottom section, titled 'I'm with a:', lists three categories: 'Small Business' (Streamline business payments), 'Midsize Company' (Scale business payments processes), and 'Accounting Firm' (Automate payments for clients).

RESULTS ARE WHAT REALLY MATTER

The success of a modern B2B website hinges on its user-friendliness, its ability to effectively educate prospects, and its capacity to capture intent while driving conversions.



Results matter

Payscale

SINCE OUR NEW SITE LAUNCH, WE HAVE SEEN A MASSIVE SPIKE IN INTENT-BASED CONVERSIONS—EXACTLY WHAT WE SOUGHT TO DO!

94% Increase in B2B CTA CTR

1.5X Leads generated from site

29% increase in total homepage conversions

62% increase in registrations

CBTS

125% Lift in site traffic

236% Increase in mobile users

130% Upsurge in site views

Cadent

75% Increase in site traffic

87% Of all site traffic coming from new visitors

1 Unified story across all global touchpoints

WEB PROCESS

DISCOVER



Research > Website discovery > Discovery read-out > Brand download >

3 WEEKS

Taking our new brand and knowledge of the competitive space and market opportunity. We will review the website systems and analytics, understand key stakeholder objectives and to set KPIs for our engagement.

CREATE



Site mapping > Page objectives > Wireframes > Creative expression for website

4 – 6 WEEKS

Site map, page objectives, SEO keywords and template wireframes are all defined during the Create phase. To expedite, work can be completed in a phased approach.

ACTIVATE



Site copy & design > Develop & build > Deploy & QA > LIVE

8 – 10 WEEKS

Site will be built in modular fashion for ease of handover, scale and longer-term client management. To expedite, work can be completed in a phased approach.

OPTIMIZE

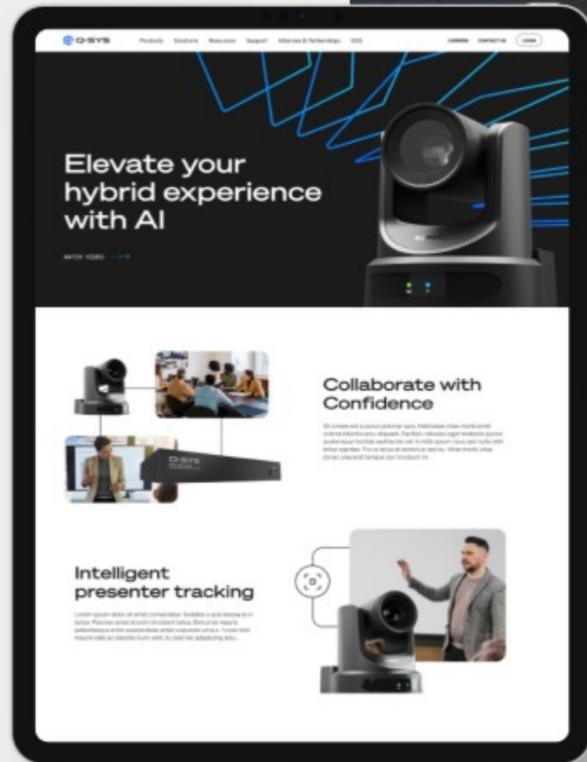
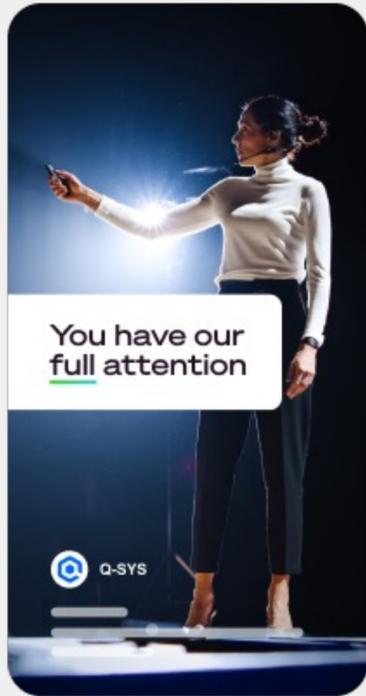
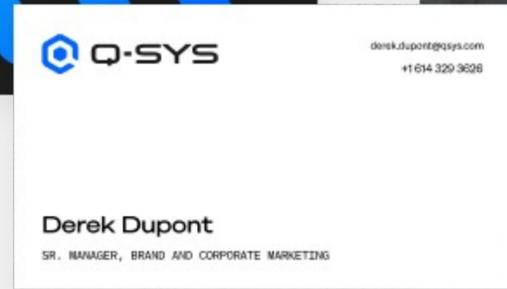
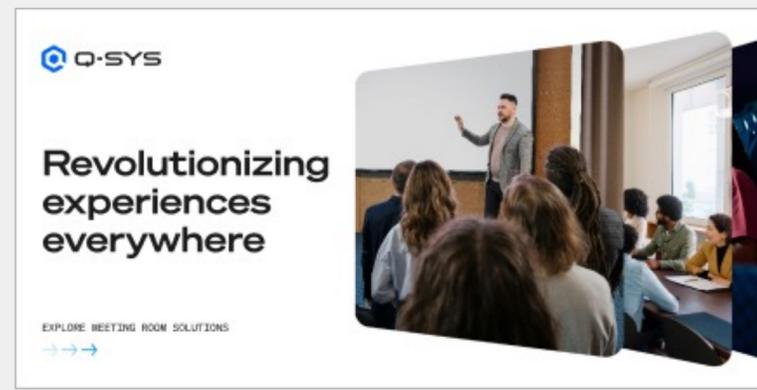


Post-launch check list > SEO health check > Quarterly website optimization recommendations

ONGOING

It's important to monitor post-launch activities and analytics to ensure website is meeting set KPIs. We meet on a quarterly basis to review test and learn initiatives, overall website analytics and SEO.

Q-SYS AT-A-GLANCE



DISCUSSION

MARKETING THEMES

BRAND STRATEGY

Crafting a unique and differentiated brand foundation that aligns with market positioning, customer insights, and long-term business objectives

CONTENT MARKETING

Creating high impact content strategies, from thought leadership to campaigns that fuel multi channel demand generation programs and engage target audiences.

POSITIONING & MESSAGING

Developing compelling narratives and messaging frameworks that resonate across audiences, channels and campaigns to build thought leadership and drive brand affinity.

BRAND ACTIVATIONS

Building and executing bold, creative brand activation strategies that bring your brand to life, ensuring impactful experiences across all customer touchpoints.

ABM & SALES PROGRAMS

Designing and executing highly targeted Account Based Marketing strategies that drive engagement, pipeline creation and revenue growth for key accounts

OMNI-CHANNEL DEMAND GEN

Orchestrating integrated demand generation programs across paid, owned, and earned channels to drive pipeline and measurable ROI.

Q&A



Questions

- What does success look like for the .com experience?
- Is there a desire to bring QSC and QSYS together?
- Are there plans to migrate the current CMS?
- Are there current expectations of how the website supports broader demand efforts?

THANK YOU



APPENDIX

DISCOVER



CREATE



ACTIVATE



OPTIMIZE

- Agency onboarding (systems, processes)
- Competitive audit (inclusive of SEO) & desk research- *initial complete*
- .com discovery
- Customer & employee interviews + analysis
- Discovery read out
- Strategic brief development & approval + KPI framework

- Refinement of brand identity in website creative expression
- Site-mapping, matching back to stakeholder prioritized site objectives and defined KPIs
- Card sorting & tree testing
- Page objectives set for each page, with SEO keywords assigned
- Template wireframing, leveraging repeatable modules for easy scale

- Copywriting for all pages on website, optimized for SEO and matching back to page objectives set
- Design of templates, applied to pages and leveraging approved creative expression
- Development of full site with required systems and MarTech integrations
- Porting of content and upload of any new content
- Internal and client triaged QA
- Go LIVE/LAUNCH

- Post launch check-list completed 48 hours after go live
- SEO post launch health check two weeks after go live with recommended adjustments to copy, website content and meta-tags
- Optimization recommendations provided for client consideration

\$15,000

\$55,000 - \$75,000

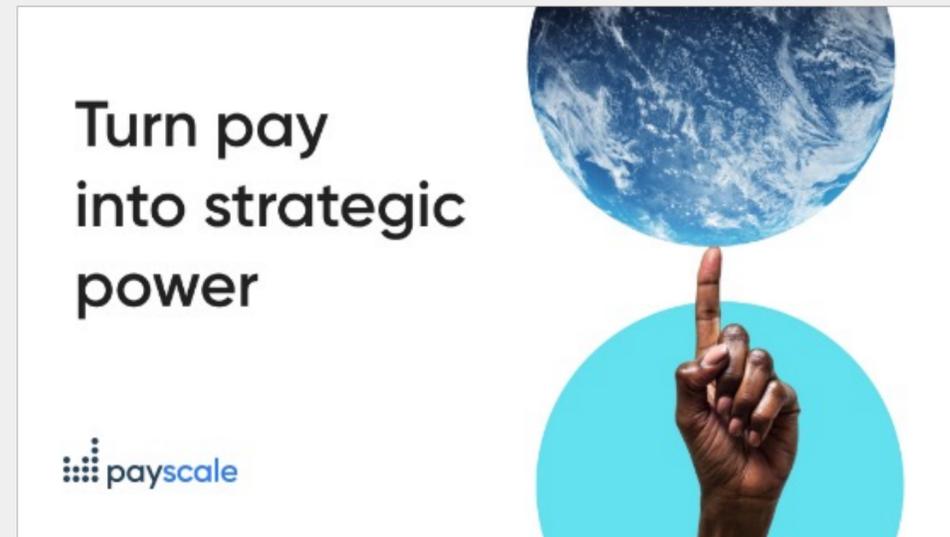
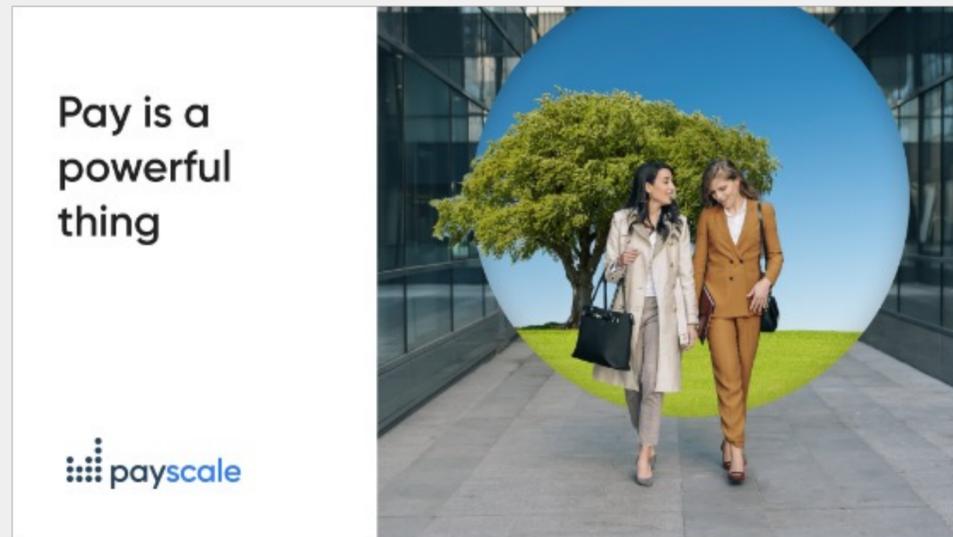
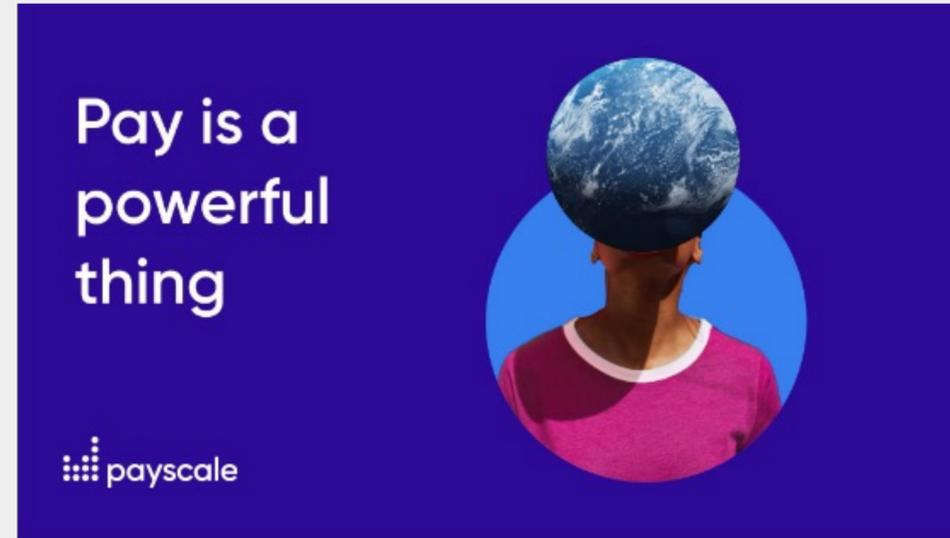
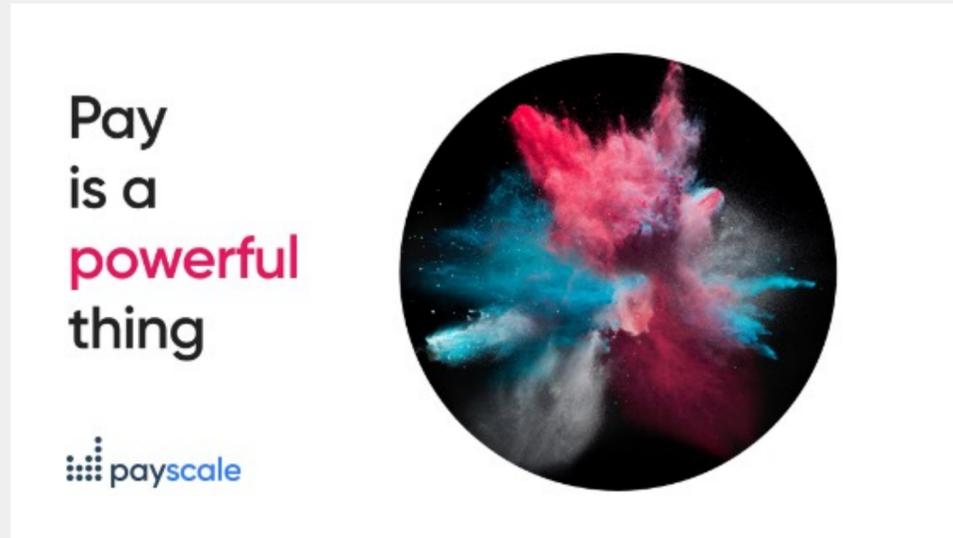
\$150,000 - \$250,000

\$10,000

PAYSCALE.COM

PAY IS POWERFUL





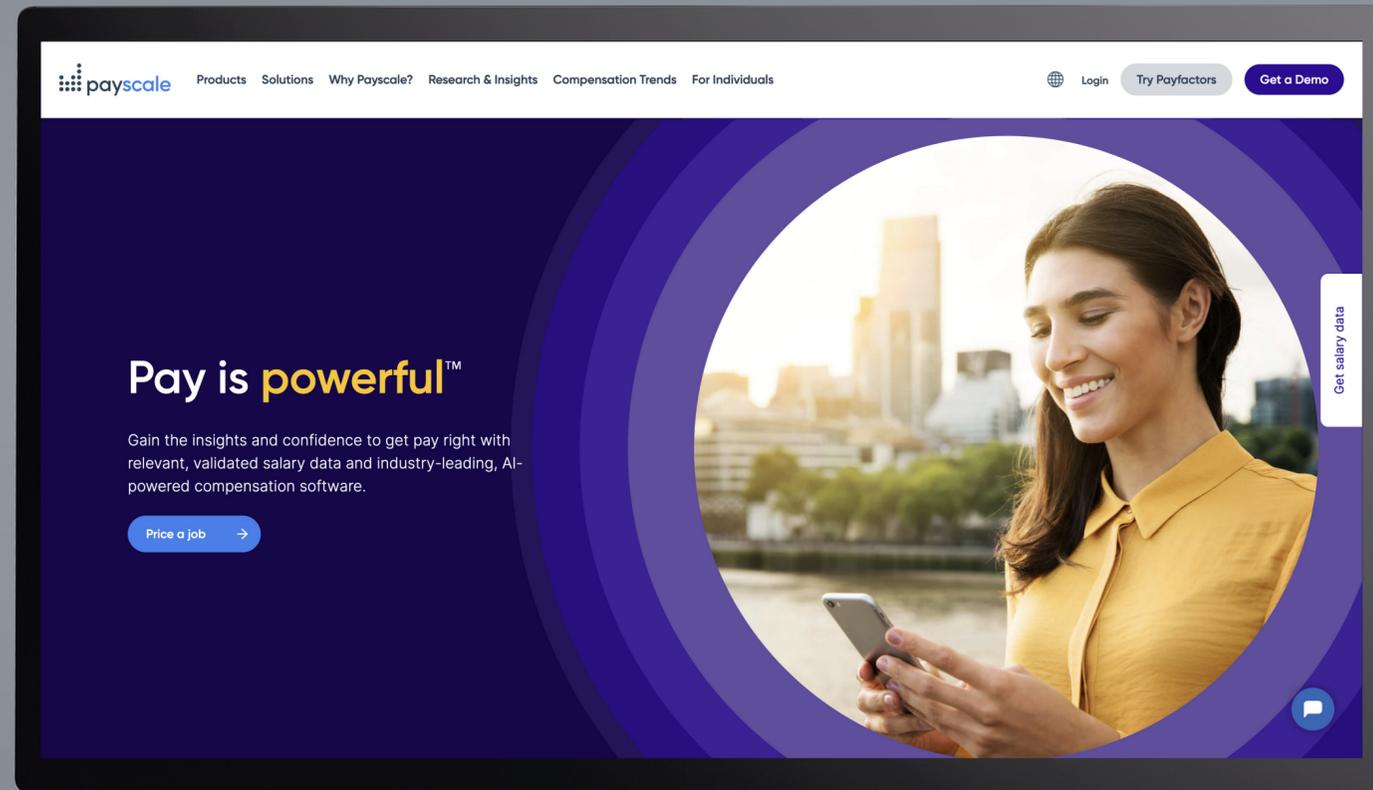
THE BRIEF

Payscale provides salary data and compensation management resources to people and employers worldwide. However, B2B audiences—the primary revenue driver of Payscale’s business—were not fully leveraging the company’s compensation platform. April Six was challenged with demonstrating how the platform could help organizations gain competitive advantage while addressing urgent issues like pay equity. Having already helped position the brand, April Six was chosen to operationalize the new brand framework, design and develop a market-ready brand identity, and produce a fresh web experience focused on driving B2B conversions.

THE SOLUTION

The April Six team developed the brand narrative and messaging framework based on Payscale's new strategic positioning (the Adaptive Compensation Advantage or ACA). Once that messaging framework was established, we reimagined the PayScale brand identity and design components, taking inspiration from circle elements of the previous look-and-feel combined with the strong tone of empowerment from the ACA positioning. The result? An overarching conceptual theme that would serve as the verbal anchor for the brand and its marketing: "Pay is a powerful thing."



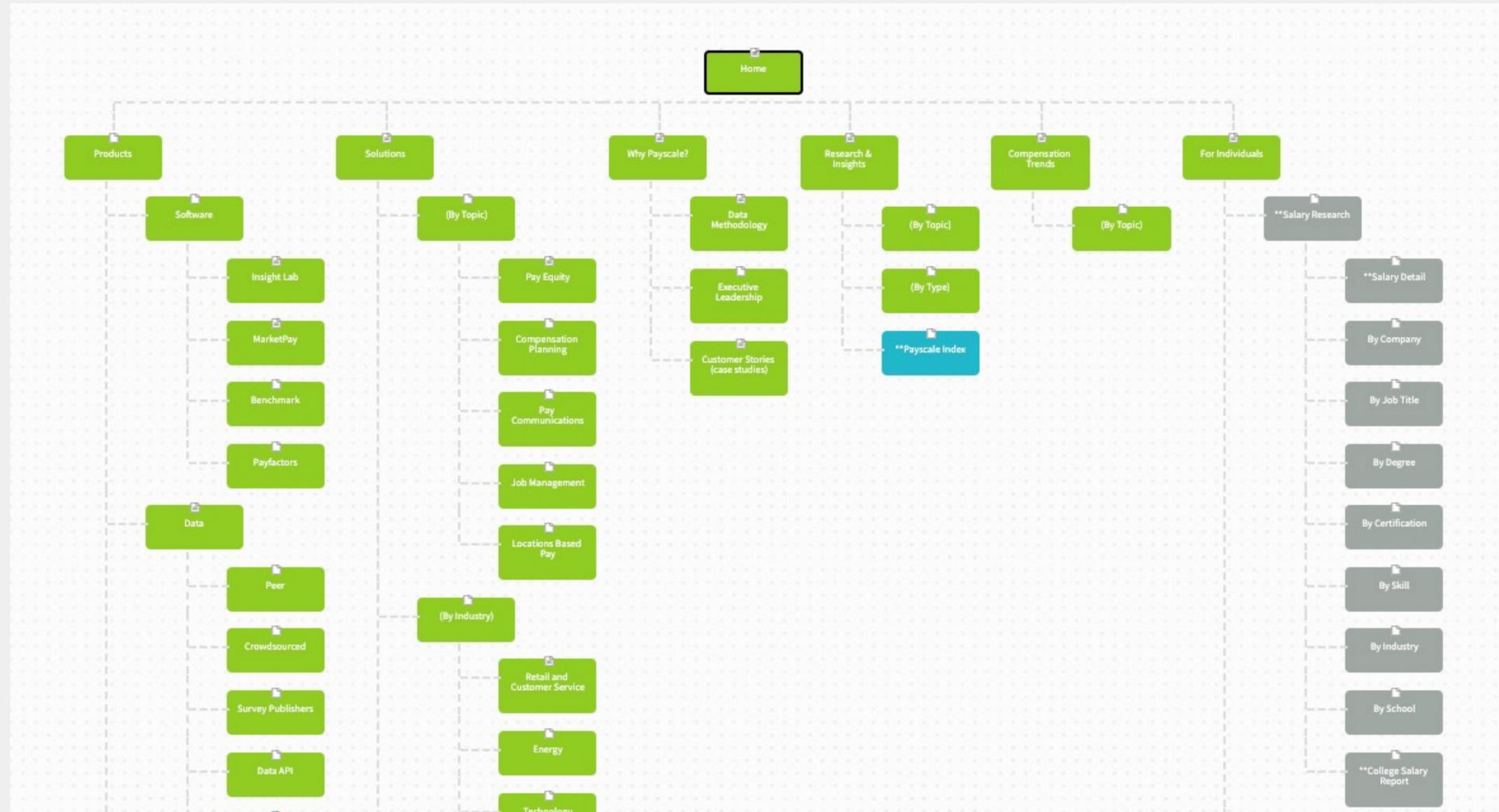


LEVERAGING THE POWER OF PAY

The brand evolution became both the palette and the compass that guided the creation of Payscale’s new B2B-centric web experience. April Six worked to define content hierarchy and prioritized providing B2B audiences measurable value; we purpose-built the interactive experience to educate and drive B2B conversions for PayScale’s suite of solutions. Early post-launch results for the April Six-delivered brand and site speak to the success of those efforts: 94% increase in B2B engagement and 1.5X leads generated. As we enter 2024, April Six continues to build on the “Pay is powerful” theme across new digital, event, and video assets.

SITE MAPPING

As a part of any website discovery process, a card sorting and oftentimes a tree testing exercise is conducted to better understand the audience journey and how they view the subject matter. Findings from discovery the inform a strategic and data-driven site map. For Payscale, it was important the site map transitioned from being B2C-focused to speaking to a B2B audience, solving for enterprise compensation challenges.

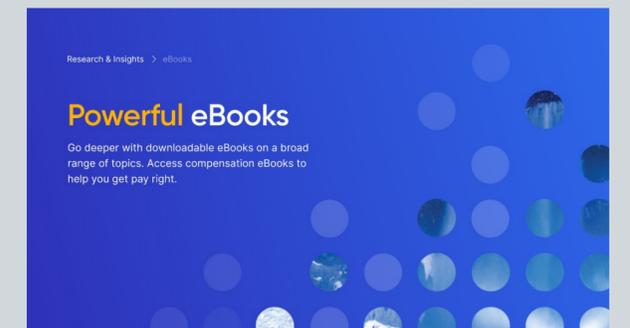
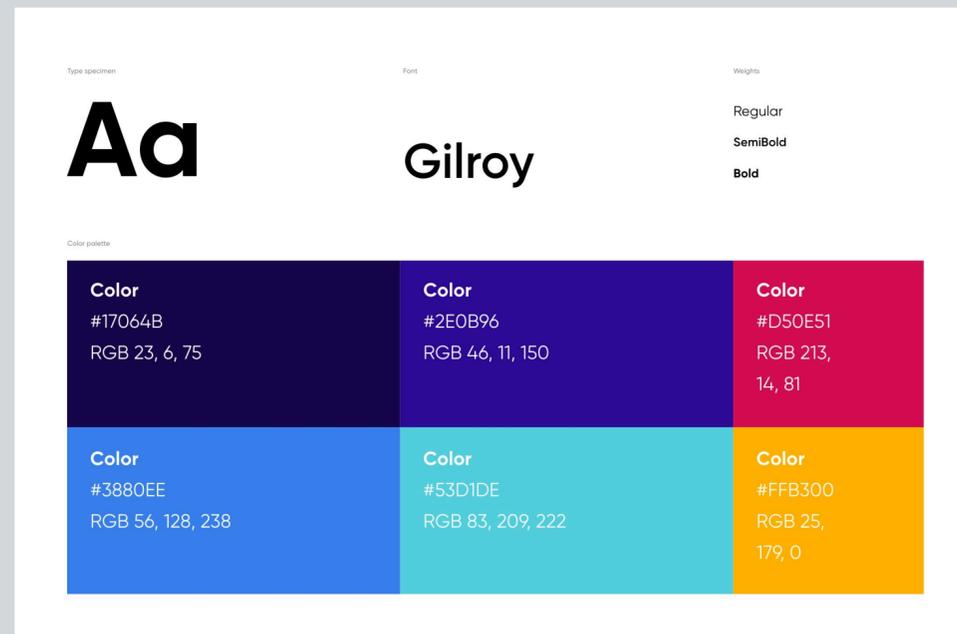
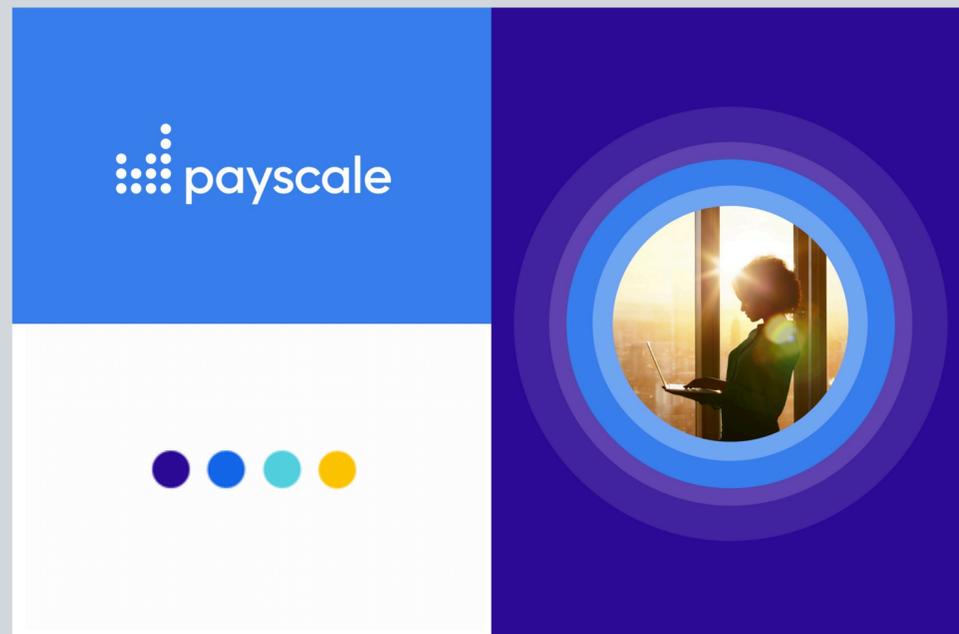
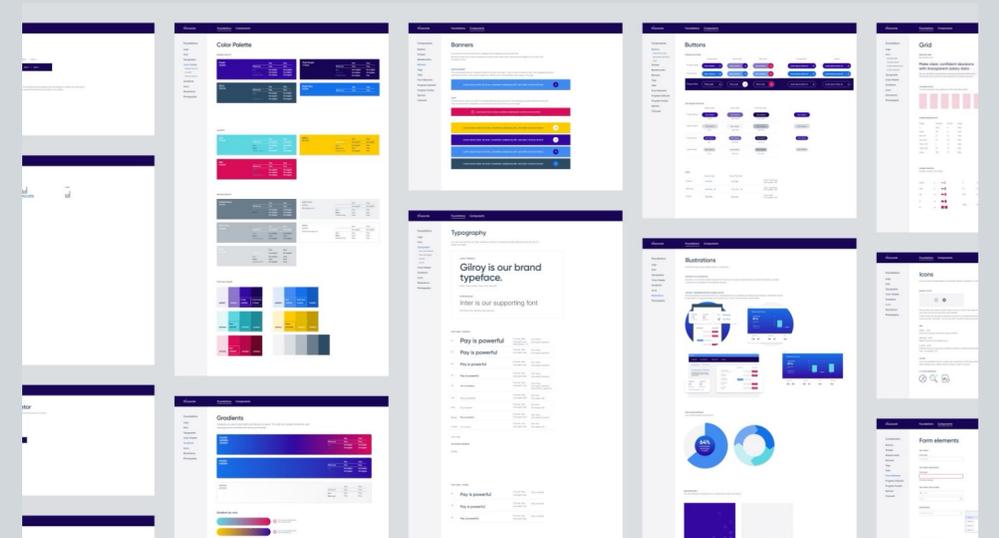
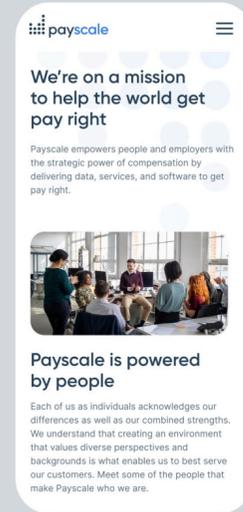
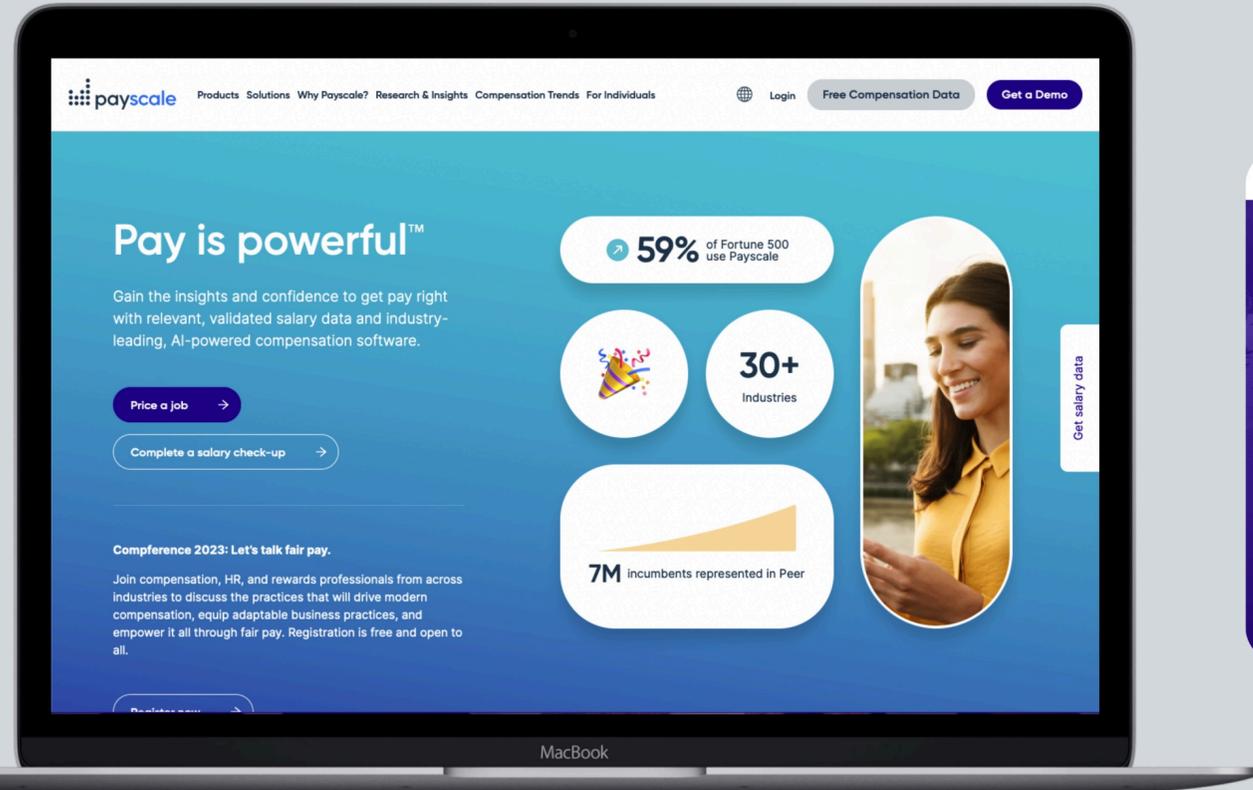


WIREFRAMING

Wireframing occurred in a batched-process, beginning with high priority pages. All wires were developed in Adobe XD to help facilitate a simple, real-time feedback loop with clients, an efficient process for Art Directors to design to spec and developers to migrate final modules to WordPress.

Each Payscale.com page had a pre-determined objective, list of mandatories and content outline prior to wires being developed. This ensured that clients expectations were met, and that the customer journey remained intact.

Payscale



Payscale - Salary Comparison, x +

payscale.com

FileMaker WebDir... Workamajig Grow | Intapp Digital_experiences TTP Dashboard Webexpenses Login A6 Repo - A place... A6 Creative Librar... Other Bookmarks

payscale Products Solutions Why Payscale? Research & Insights Compensation Trends For Individuals Login Price a Job Get a Demo

Pay is powerful™

Gain the insights and confidence to get pay right with relevant, validated salary data and industry-leading, AI-powered compensation software.

Price a job →

Get salary data

Classification: Internal

Get pay right with powerful compensation solutions

Manage compensation the smart way with Insight Lab

Be more effective at compensation management with Insight Lab, the intelligent, easy-to-use system for handling pay equity, merit increases, and more.

[Do compensation better →](#)



Take compensation to the next level with MarketPay

Dive deeper into compensation management with MarketPay, the enterprise-grade, best-in-class solution that provides comprehensive data analysis and salary surveys all in one place.

[Elevate compensation practices →](#)

Make clear, confident decisions with transparent salary data

We are committed to ensuring pay accuracy by providing reliable salary market data that remains true and transparent to respective sources.

[Find out why it matters →](#)

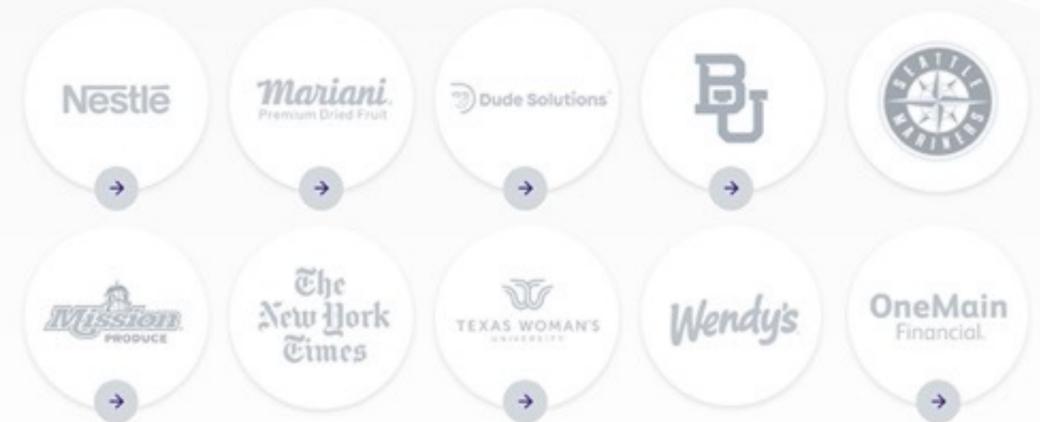
>10K
compensation surveys

Easily load your own surveys into PayScale solutions or access relevant compensation surveys from more than 300 of our third-party partners and publishers.

Experience the power of partnership

More than 8,000 small businesses and global enterprises in the Fortune 1000 partner with PayScale to elevate their compensation strategies, attract and retain the best talent, and unlock the real power of pay.

[Read why customers love us →](#)



Change happens. Be ready.

PayScale empowers people and employers with fresh, transparent, and validated salary data, easy-to-use software, and services to get pay right under any market conditions.

Product & Why Payscale Pages

Home > Products

#GetPayRight with Payscale software, data, and services

Learn how our award-winning compensation technology platform can help you evolve your legacy pay practices.



Simply powerful compensation software

Payscale's intelligent software solutions are designed (and continually optimized) to solve the pay challenges of an evolving workforce.

[Explore Payscale software](#) →



Payfactors

Offers business teams a full-suite, cloud-based compensation management solution customizable for any size of organization or kind of pay issue.

[Learn more](#) →



MarketPay

Helps global organizations adapt to the workforce of the future through an advanced platform delivering reliable market-data and measurably better functionality.

[Learn more](#) →



Insight Lab

Provides the trusted data, operational speed, and relevant insights your business needs to solve its compensation challenges—now and in the future.

[Learn more](#) →



Benchmark

Reveals compensation trends across multiple categories through crowdsourced AI-infused data, respected market reports, and differential intelligence.

[Learn more](#) →



Current, continuously validated data

Uncover insights from market and company-sourced data.

Best-in-class software is only the beginning

Discover how our award-winning compensation technology helps organizations adapt to evolving market conditions.



How our Adaptive Compensation Advantage powers modern pay



Trusted, diverse data

Navigate market uncertainty with validated, always-on compensation data from multiple sources delivered transparently through Payscale's trusted data platform.



Insights to #getpayright

Make consistently smarter compensation decisions with greater confidence by leveraging our analytical insights and advanced reporting tools.



Operational speed

Outperform the competition with technology that enables compensation best practices and keeps pace with the change of modern business.

Payscale customers are the proof

“

"Market data from Payscale is used consistently throughout our organization to build trust in the fairness of how we pay. We use it in our recruiting processes as well as when employees bring us salary data they found online in negotiations. We are able to tell our employees that we use Payscale to benchmark pay and that we trust the information. We know that the market data is reliable. This makes all of our pay communications so much easier and our employees are happier because they are confident that they are being paid fairly."

Wiley Osborn, Director of Human Resources, Intimidator, Inc.

”

Career strategies we can all use

Serious advice (with a side of humor) on careers, salary negotiations, and professional growth—along with the data to back it up.



Pay is our purpose

Meet our executive leadership team and the board of directors that empower our commitment to bettering pay practices.



Executive Leadership



Scott Torrey
Chief Executive Officer

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Jeff Laliberte
Chief Strategy Officer

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James Redfern
Chief Financial Officer

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Shelly Holt
Chief People Officer

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Adrianna Burrows
Chief Marketing Officer

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Jeff Bailey
Chief Revenue Officer

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David Hwang
SVP, Services

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Kristin Boraas
General Counsel

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Payscale: Design System

Foundations

Logo

LOCKUPS



ICON



Color

DEFAULT



WHITE



NEUTRAL



Foundations

Color Palette

PRIMARY PALETTE

Purple #5A2E80	White text	None	Dark
Dark Purple #2E004A	White text	None	Dark
Bright Blue #0070C0	White text	None	Dark

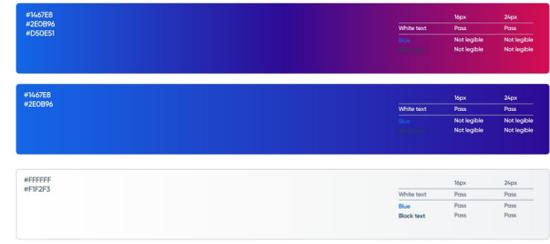
ACCENTS

Teal #00A090	White text	None	Dark
Yellow #FFC000	White text	None	Dark

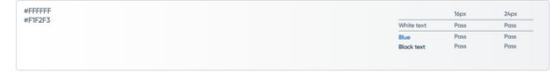
Foundations

Gradients

Gradients are used to add depth and interest to a layout. The multi color gradient should be used sparingly and to not feature the red too prominently.



Gradient do nots



Foundations

Typography

Our main fonts are Gilroy and Inter. Headlines use Gilroy in semibold font weight while body fonts use Inter in a regular font weight.

Gilroy is our brand typeface.

Gilroy, Century Gothic, Futura, Arial, sans-serif

Inter is our supporting font

Font Stack: Inter, Helvetica, Arial, sans-serif

Foundations

Grid

BASELINE GRID

1px baseline grid

Make clear, confident decisions with transparent salary data

We are committed to ensuring pay accuracy by providing reliable salary market data that remains true and transparent to respective sources.

COLUMN LAYOUT

12 column fluid grid 12px padding on either side (24px gutter)



SCREEN BREAKPOINTS

Range	Window	Column	Gutter
1	XXS	4	16px
0-599	XS	4	16px
600-767	S	8	16px
768-1023	M	12	24px

Foundations

Illustrations

Illustrations help convey complex ideas in a simple way.

THE ROLE OF ILLUSTRATION

We use illustration to show the product in an approved shape and use bold color. Look for micro-animations, and data visualizations, iconography and background textures.

PRODUCT REPRESENTATIONS (SCREEN SHOTS)

We use illustration to show the product in a representative form to highlight and callout product features. Illustrations should be grounded in an approved shape and use bold color. Look for micro-animations and opportunities.



Foundations

Photography

Photography is a core brand element. It's used to convey humanity and the "power of pay." Look for candid style images of people that look at camera and not posing. Color should be natural and warm but, look for opportunities to pick images that have brand colors or color correct to accomplish that. The tone should be aspirational, or celebratory.

Photo styles

POWER

Power images help convey brand level messaging. We represent power through light and motion.



Foundations

Buttons

PRIMARY BUTTONS

Default state	Hover state	Click state
Primary Purple	Get a Demo	Get a Demo
Primary Blue	Get a Demo	Get a Demo
Primary White	Price a job	Price a job

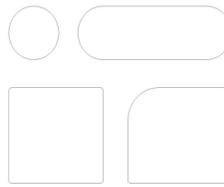
SECONDARY BUTTONS

Default state	Hover state	Click/Tap state
Purple Default	Get a Demo	Get a Demo
Subtle Default	Get a Demo	Get a Demo

Foundations

Shapes

Basic shapes



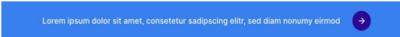
Foundations

Banners

Use banners at the top of the screen to display critical messaging or announcements. Banners animate into a screen by pushing the entire content below down, with the ability to close.

ANNOUNCEMENT

The announcement banner is always full width at the top of the page. It may or may not include an icon. The messaging should be descriptive and brief. Color should consider accessibility and be complementary to the design of the page.



ALERT

The alert banner may be full width or truncated depending upon placement. The messaging should be descriptive and brief. Color should consider accessibility and purposefully stand out from the rest of the page.



Foundations

Form elements

TEXT INPUT

Field label

Field text

TEXT INPUT VALIDATION

Field label

This field is required.

TEXT INPUT WITH ICONS

\$ 10.00

25%

DROPDOWN

Select an option

- Select an option
- Option 1
- Option 2
- Option 3

Foundations

Tags

Use banners at the top of the screen to display critical messaging or announcements. Banners animate into a screen by pushing the entire content below down, with the ability to close.

DEFAULT LINKED

Tag	Tag
Tag X	Tag X

REMOVABLE REMOVABLE LINKED

Tag X	Tag X
Tag X	Tag X

COLOR

Default

Blue Purple Teal Red Yellow

POST LAUNCH CHECKLIST

A series of checks took place two weeks post website launch to ensure that all pages, forms, data and SEO was running as it should and that we are seeing the expected engagement and meeting identified KPIs.

<u>DEVELOPMENT</u>	
- Check htaccess file if clean and ordered	<input type="checkbox"/>
- Check Google Page Speed insights (90+ page speed scores)	<input type="checkbox"/>
- Confirm caching is working as intended (CDN too)	<input type="checkbox"/>
- Disable and remove plugins that are not needed	<input type="checkbox"/>
- Confirm no JavaScript errors on page loads	<input type="checkbox"/>
- Confirm form submissions and data inputs are working and submitting (Check with client!)	<input type="checkbox"/>
- Confirm there are no 404s (incl. images and backgrounds, CSS of JS files)	<input type="checkbox"/>
- Remove disallow in robots.txt (check noindex and nofollow in robots meta too)	<input type="checkbox"/>
- Ensure base URLs are updated in database and config files	<input type="checkbox"/>
- Delete unused files and folders (dump files, .git, phpinfo, etc)	<input type="checkbox"/>
- IF APPLICABLE - Folder/File permissions (755 > 555 for folders, 644 > 444 for files)	<input type="checkbox"/>

<u>SEO</u>	
- Confirm website is indexable (robots.txt and WP reading settings)	<input type="checkbox"/>
- Run Screaming Frog (or similar) to check for broken/invalid links	<input type="checkbox"/>
- Confirm 301s are working as intended	<input type="checkbox"/>
- Submit updated sitemap to Google Search Console (if applicable)	<input type="checkbox"/>
- Confirm Google Analytics is tracking data (check real-time)	<input type="checkbox"/>
- Confirm 3rd party tracking and analytics are tracking as intended	<input type="checkbox"/>
- Check social media OG tags (for social media optimisation)	<input type="checkbox"/>
- Ensure headers are returning 200 OK	<input type="checkbox"/>
- Check all website links	<input type="checkbox"/>

QUARTERLY OPTIMIZATION

Observations

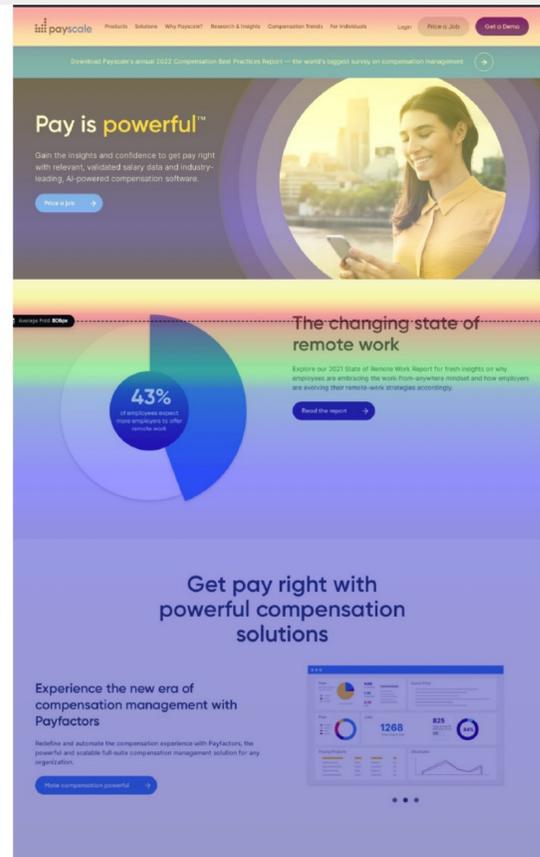
Homepage

Observations

- The scroll map indicates a dramatic drop in impressions of content immediately below the fold (on both desktop and mobile)
- We are seeing extremely high above-the-fold UI interactions (menu, Price a Job CTA, Get salary data tab)
 - Majority of users going to “Price a Job”

Areas of growth

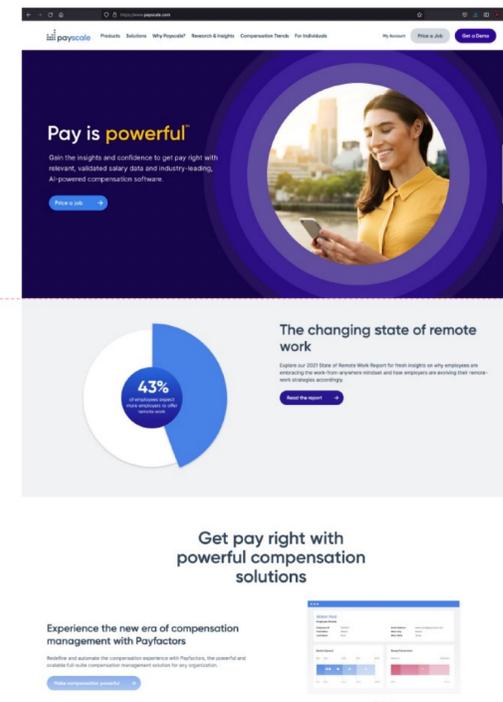
- The below-the-fold content is getting very little attention
 - Seeing minimal movement to products pages
- Users are primarily leading to consumer sections/pages



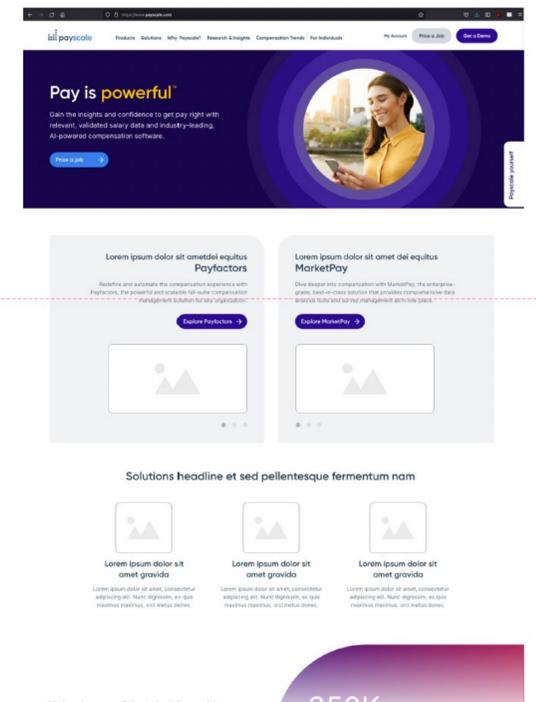
Recommendations

Sample homepage optimization

Current



New



Fold

QUARTERLY OPTIMIZATION: REVIEWING HIGH TRAFFIC PAGES

Product pages

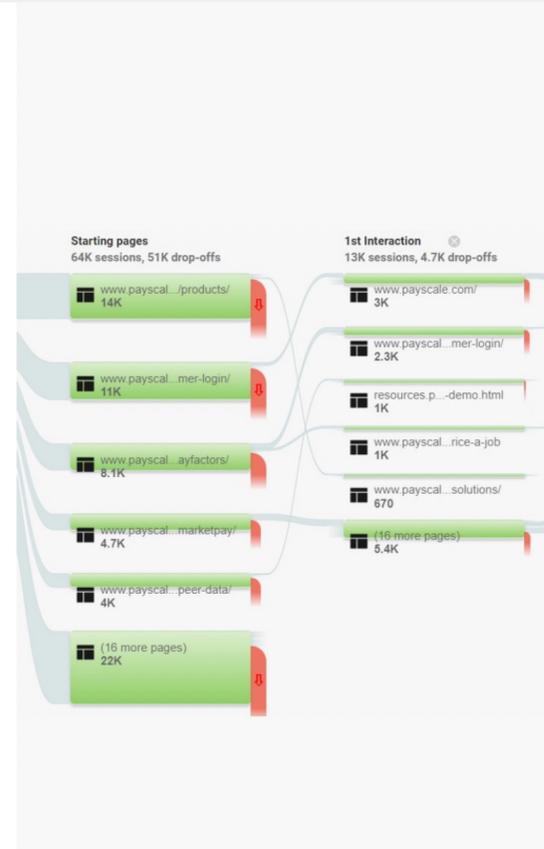
Product pages

What's working

- Heatmaps indicate first 50% positively interacted with
- The search clicks and impressions to /products/* pages are primarily from desktop users
 - Desktop = 3307 clicks from 25819 impressions
 - Mobile = 334 clicks from 1515 impressions

Areas of growth

- The products landing page has a low time on page suggesting that users might not be getting what they need (or losing interest in content)
- Adding relevant CTAs to conversion forms or/and possibly full forms closer to the page fold



Solution pages

Solutions pages

What's working

- Solutions section ~30k page views per month (1/4 compared to products section)
- As a new prominent nav item, Solutions sees a reasonable amount of interest

Areas of growth

- There are high drop-off rates within the /solutions/* pages, which may be due to low page content (thin pages)
- Users are spending a minimal amount of time on the page (under 20 seconds)
- The /solutions/* pages are driving a low volume of traffic to product/service pages, which could be due to a lack of content and links



RESULTS

**SINCE OUR NEW SITE LAUNCH,
WE HAVE SEEN A MASSIVE
SPIKE IN INTENT-BASED
CONVERSIONS—EXACTLY
WHAT WE SOUGHT TO DO!**

94%

Increase in B2B CTA CTR

150%

Increase in leads generated from site

29%

increase in total homepage conversions

62%

increase in registrations