

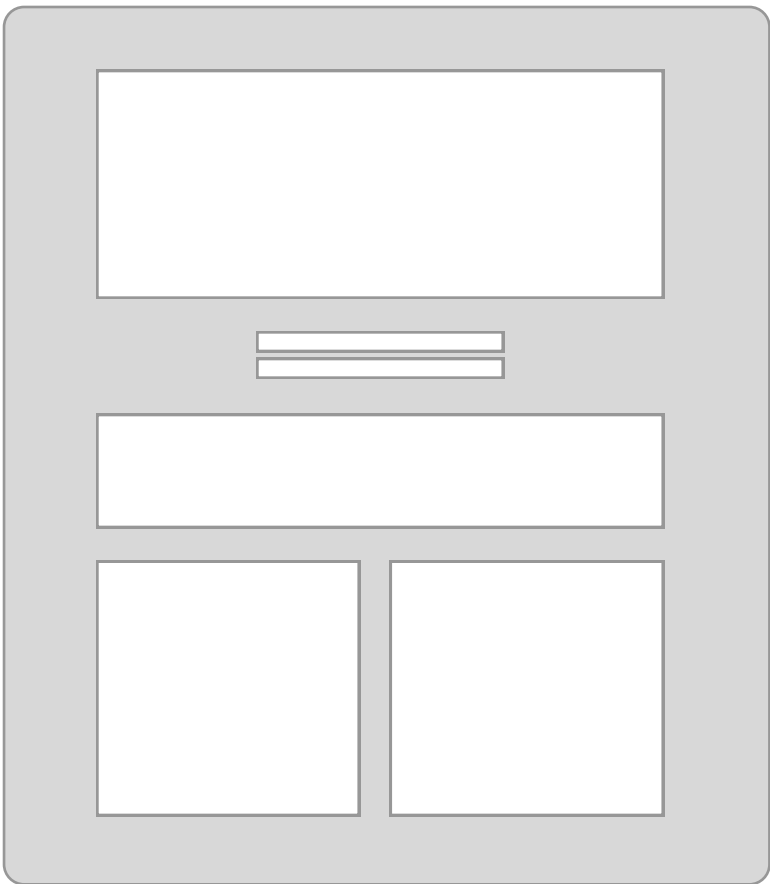
ELLIN & TUCKER

2019 Website Redesign

User Experience:
Content Type Definition
& Content Hierarchy

Batch 1 - Jan 4, 2018

Content Hierarchy - Batch 1A

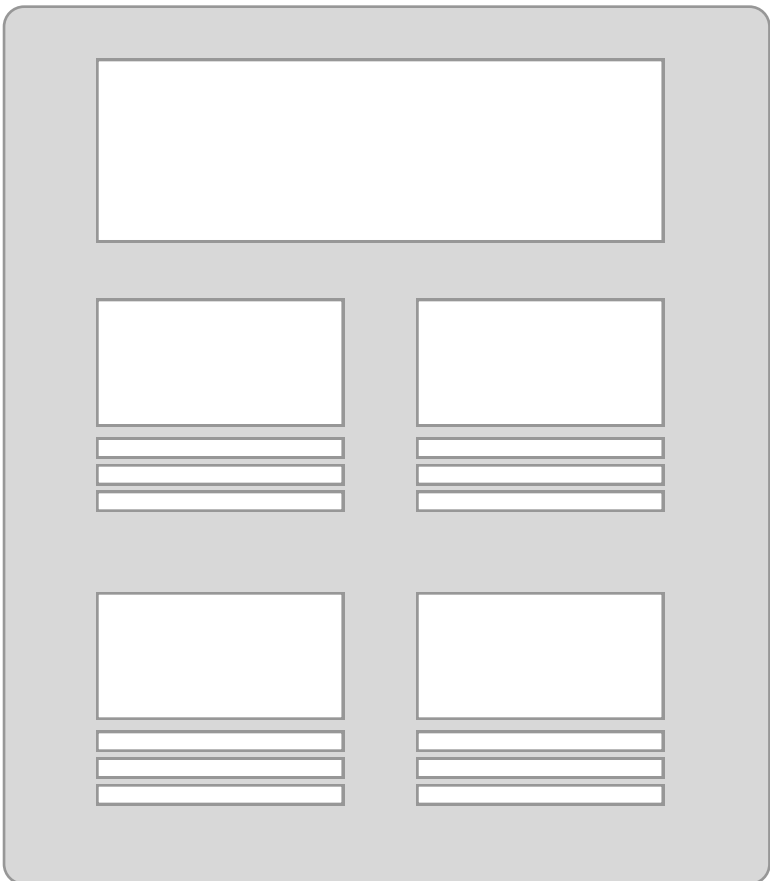


Homepage - Content Strategy

- Hero - evergreen “In the Room” message (not industry-specific)
 - Page will support industry-specific “In the Room” hero when we are able to determine which ad/post it is coming from; otherwise it is a general version
- Top-line differentiating statement with CTA to “Our Difference”
- Our Expertise - highlight 4 key areas (Private Companies, Not-For-Profits, Private Wealth, Independent Schools)
- Insights - utilize homepage to illustrate Insights/thought leadership
- “Let’s Talk” CTA for lead generation with personal, casual, consultative tone

GOALS:

1. Quickly articulate how E&T is different from other firms
2. Highlight 4 key areas of expertise
3. Provide easy, intuitive path to Our Team

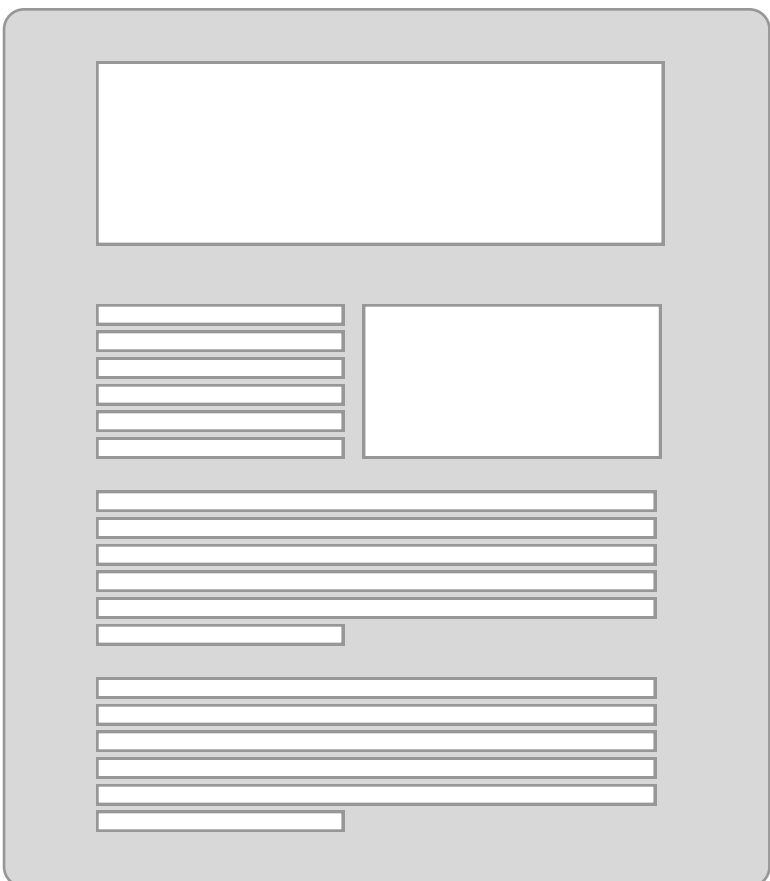


Listing Page - Expertise / Service - Content Strategy

- Hero - photo or illustration to add context
- Highlight 4 key areas of expertise (or 5 key services):
 - Private Companies
 - Not-For-Profits
 - Private Wealth
 - Independent Schools
- “Let’s Talk” CTA for lead generation with personal, casual, consultative tone

GOALS:

1. Quickly articulate 4 primary areas of expertise (or 5 key services) so users can self-identify which area is most relevant to their business needs
2. Illustrate the depth and breadth of E&T’s expertise



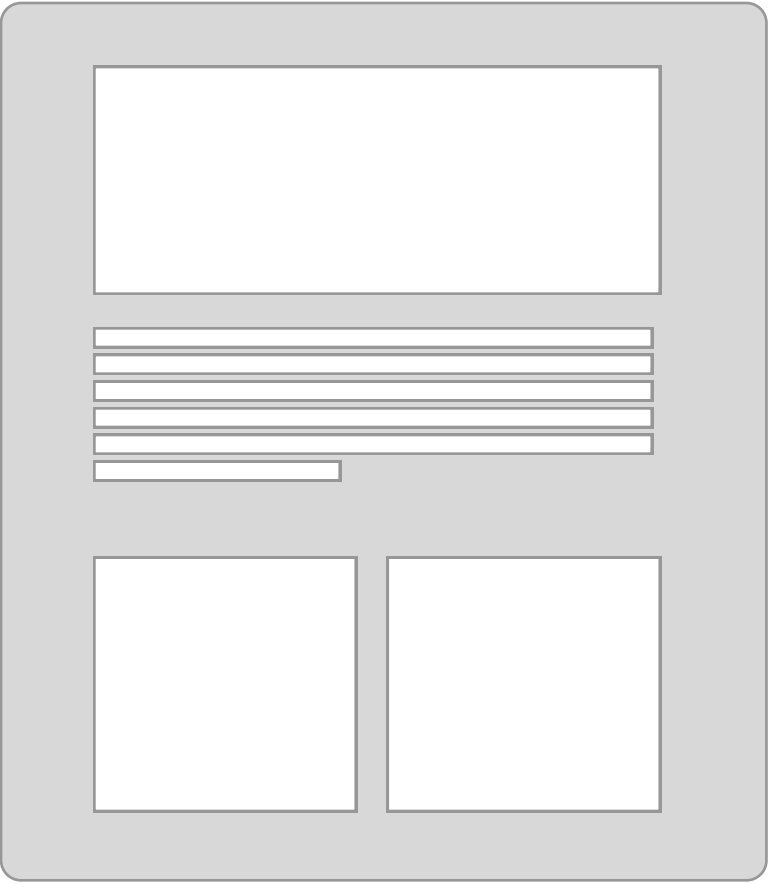
Detail Page - Expertise / Service - Content Strategy

- Hero - photo or illustration to add context (utilize industry-specific “In the Room” campaigns where applicable)
- Copy to provide greater detail on specific expertise/service
- Where applicable, highlight related content (Insights, Webinars, Firm News, etc. that would be relevant. More for Expertise not Services.)
- Provide link to “Meet Our Experts” that goes to the team page with proper filter applied to show members from that expertise
- “Newsletter Signup” CTA to get industry-specific signups

GOALS:

1. Utilize industry-specific “In the Room” campaigns to help illustrate E&T’s difference
2. Provide link to “Meet Our Experts” that goes to the team page with proper filter applied to show members from that expertise

Content Hierarchy - Batch 1B

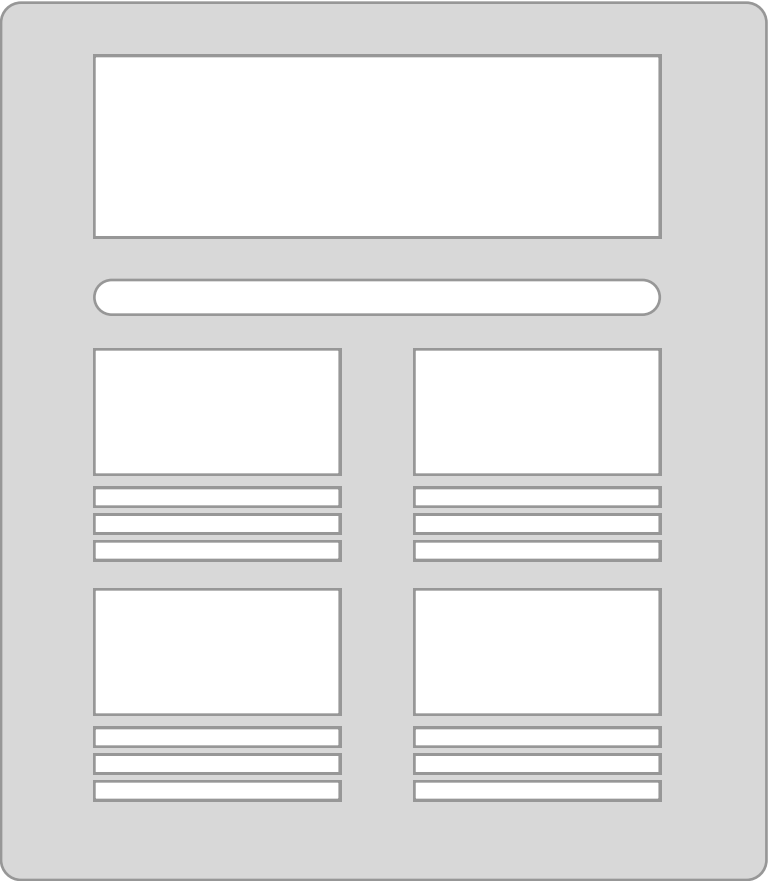


SECTION LANDING PAGE - (Our Difference)

- Hero - photo or illustration to add context
- Copy to articulate the concept of "In the Room"
- Snapshot of additional sub-sections (i.e. Giving Back, Mission & Vision, DFK, etc.)
- Highlight "Firm News" with ability to flag sticky/pinned items
- "Let's Talk" CTA for lead generation with personal, casual, consultative tone

GOALS:

1. Quickly articulate how E&T is different from other firms
2. Articulate the concept of "In the Room"
3. Highlight "Firm News" with ability to flag sticky/pinned items

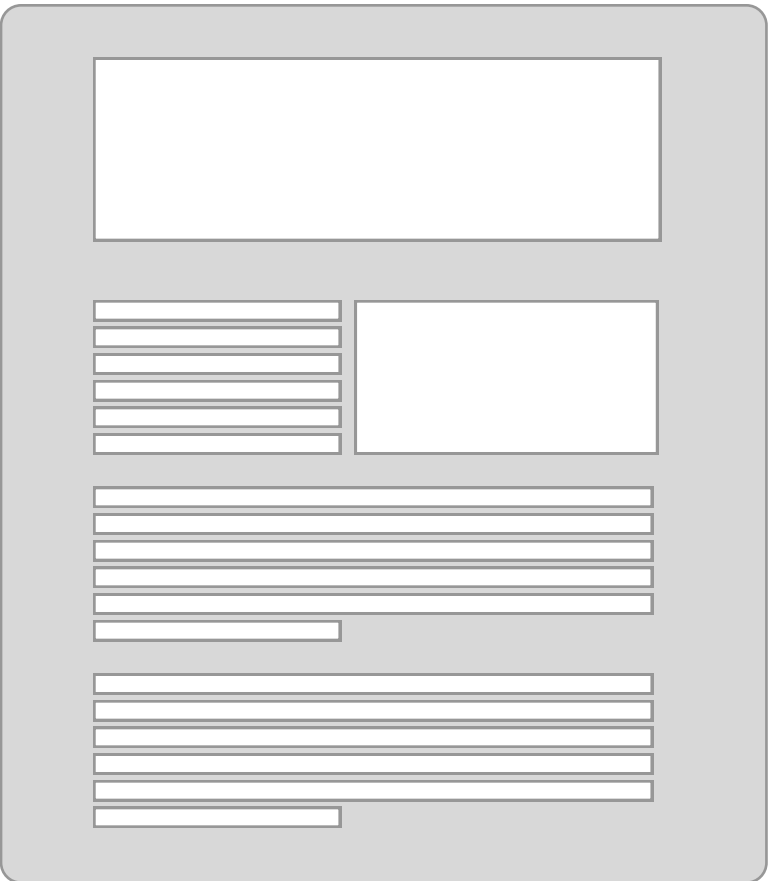


LISTING PAGE - INSIGHTS / NEWS - Content Strategy

- Hero - photo or illustration to add context
- Display top-line Insights content and allow filtering by category/topic only and search by keyword (similar to Moss Adams)
 - NOTE: Let's discuss which categories/topics we'll need to be able to filter by in order to keep it manageable
- Highlight "pinned" items (not necessarily most recent)
- Enable intuitive access to full Insights articles

GOALS:

1. Highlight "pinned" items (not necessarily most recent)
2. Provide an intuitive way to filter/sort content



DETAIL PAGE - INSIGHTS / NEWS - Content Strategy

- Hero - photo or illustration to add context
- Provide detailed content of full Insights article
- Where applicable display the author, date (optional), category/topic associated with the article
- Display share utility to enable sharing on social channels, email, or text
- Option for related content - add a selector on the detail page to select another item to display as a link
- Very streamlined author info (headshot, one line bio)

GOALS:

1. Provide detailed content of full Insights article
2. Enable users to share content via social channels, email, or text
3. Option for related content

Content Type Definitions (ideally reviewed alongside the Site Map)

In a Content Management System it is importatnt to utilize “structured content.” Structured Content is a practice for standardizing the format of the main elements of content for your site. Developing and utilizing content in this way ensures that you can use content with consistency in a number of ways on the site. These elements are commonly referred to as “content types.”

The following list accounts for all the different “content types” that we need to address on the website and all the key components that will make up each content type. This will enable us to use content effectively and uniformly across various pages/sections of the site. For example, a content type would be managed in one place in the CMS but might appear in different places on the website (i.e. a Service might appear on a Service listing page as a summary and also on a Service detail page) We will use these as the foundation of our content hierarchy for each unique template on the website and for writing the final copy for the website.

Team Member (used in “Our Team” section)

- Full Name
- Position Title
- Email
- Phone
- LinkedIn link
- vCard (?)
- Bio
- Images- 1 professional & 1 personal (thumbnail for listing view and full size for detail
- Expertise / Department (?)
- Service (?)
- Checkbox: Hide from Team Page

Team members can be filtered by Expertise & Service.
Note: any additional filtering may require additional budget.

Careers - Open Positions

- Job Title
- Summary
- Full Description
- Apply Button (email link)

Expertise (used in “Our Expertise” section)

- Title (i.e. Private Companies)
- Summary (est. length)
- Body Copy
- Image / Icon (thumbnail for listing view and full size for detail)
- Team Members (?)
 - Do we want to dynamically associate team members with an Expertise?

Service (used in “Our Services” section)

- Title (i.e. Audit & Accounting)
- Summary (est. length)
- Body Copy
- Image / Icon (thumbnail for listing view and full size for detail)
- Team Members (?)
 - Do we want to dynamically associate team members with a Service?

Insights (thought leadership)

- Title (i.e. article headline)
- Summary
- Body Copy
- Image / Icon (thumbnail for listing view and full size for detail)
- Author (headshot, one line bio, linked dynamically)
- Category Selector
 - Knowledge
 - Video
 - Webinar
- Expertise or Service (do we want to associate them?)

Firm News (promotional)

- Title (i.e. press release headline)
- Summary
- Body Copy
- Image (thumbnail for listing view and full size for detail)
- Date (?)
- Category Selector
 - Press Release
 - News Coverage
- Expertise or Service (do we want to associate them?)
- Team Member - select a team member the news pertains to

Section Landing Page (i.e. Our Difference)

- Page Title
- Body Copy
- Image (displyed in hero area)
- Subsections (if applicable)
 - Mission & Vision
 - Giving Back
 - Firm News
 - DFK

Contact Us (form)

- First Name
- Last Name
- Email
- Phone
- Service of Interest
- Newsletter Sign-up (yes/no)
- Comments
- Possible qualifying questions/criteria