

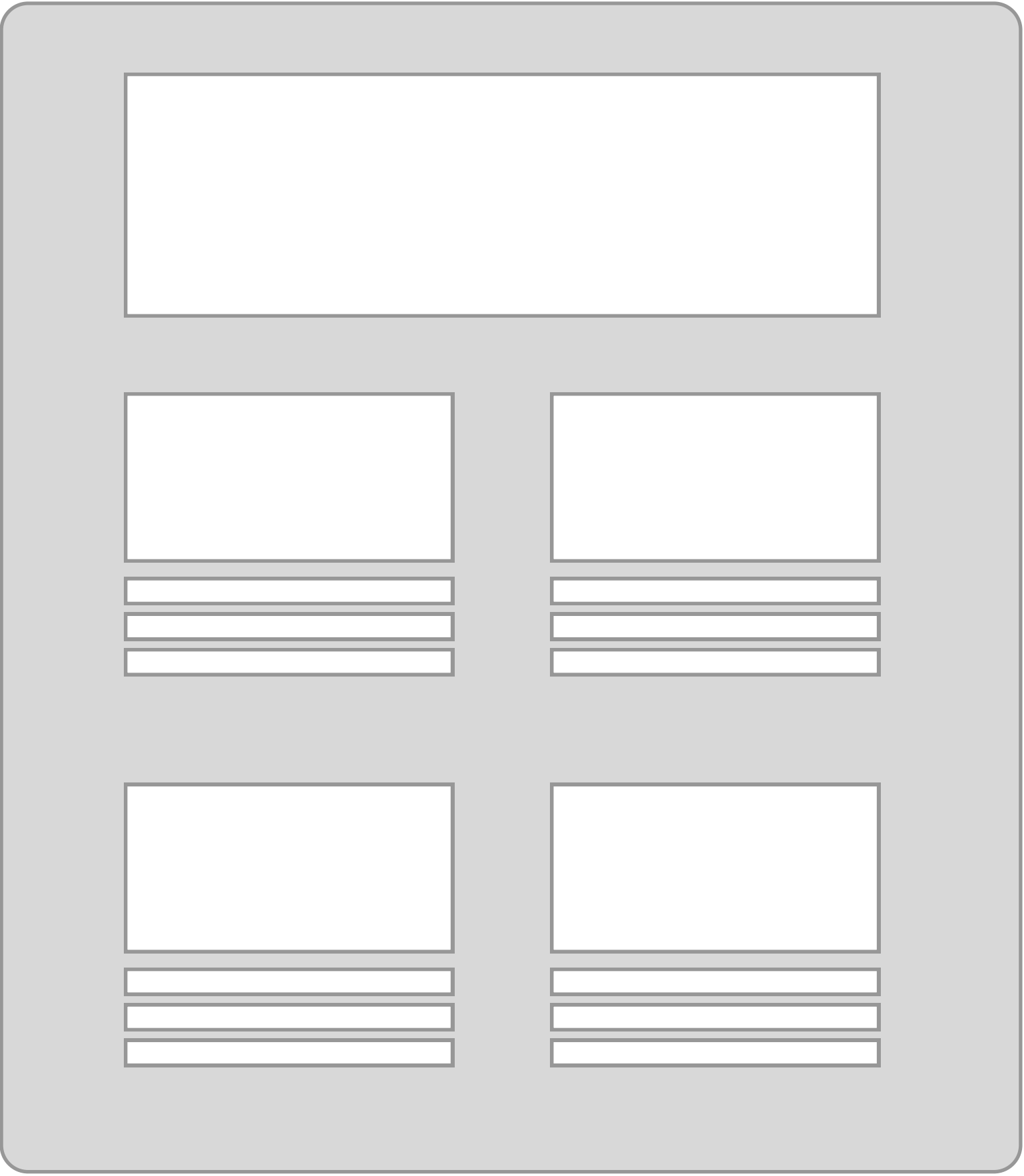
ELLIN & TUCKER

2019 Website Redesign

User Experience:
Content Type Definition
& Content Hierarchy

Batch 2 - Feb 15, 2019

Content Hierarchy - Batch 2A

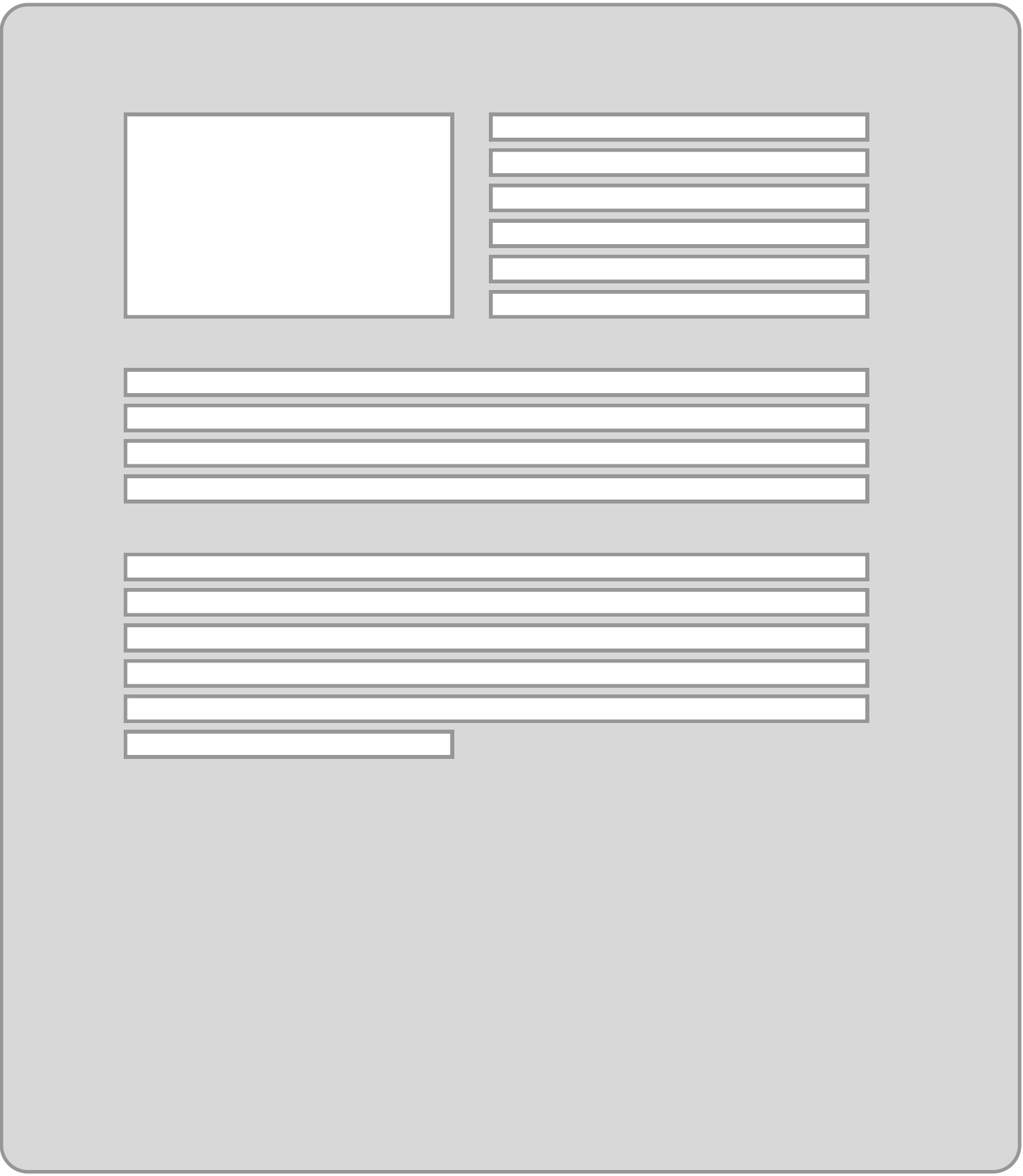


LISTING PAGE - TEAM - Content Strategy

- Hero - photo or illustration to add context
- Content focused on how E&T's team supports, guides and advises clients through a culture of caring
- Highlight key team members:
 - Principals
 - Directors
 - Managers
- Sorted or sortable by position and/or department
- Thumbnails of headshots, team member name & title
- Call out featuring Firm News

GOAL:

1. List key team members and showcase Ellin & Tucker's impressive and knowledgeable team

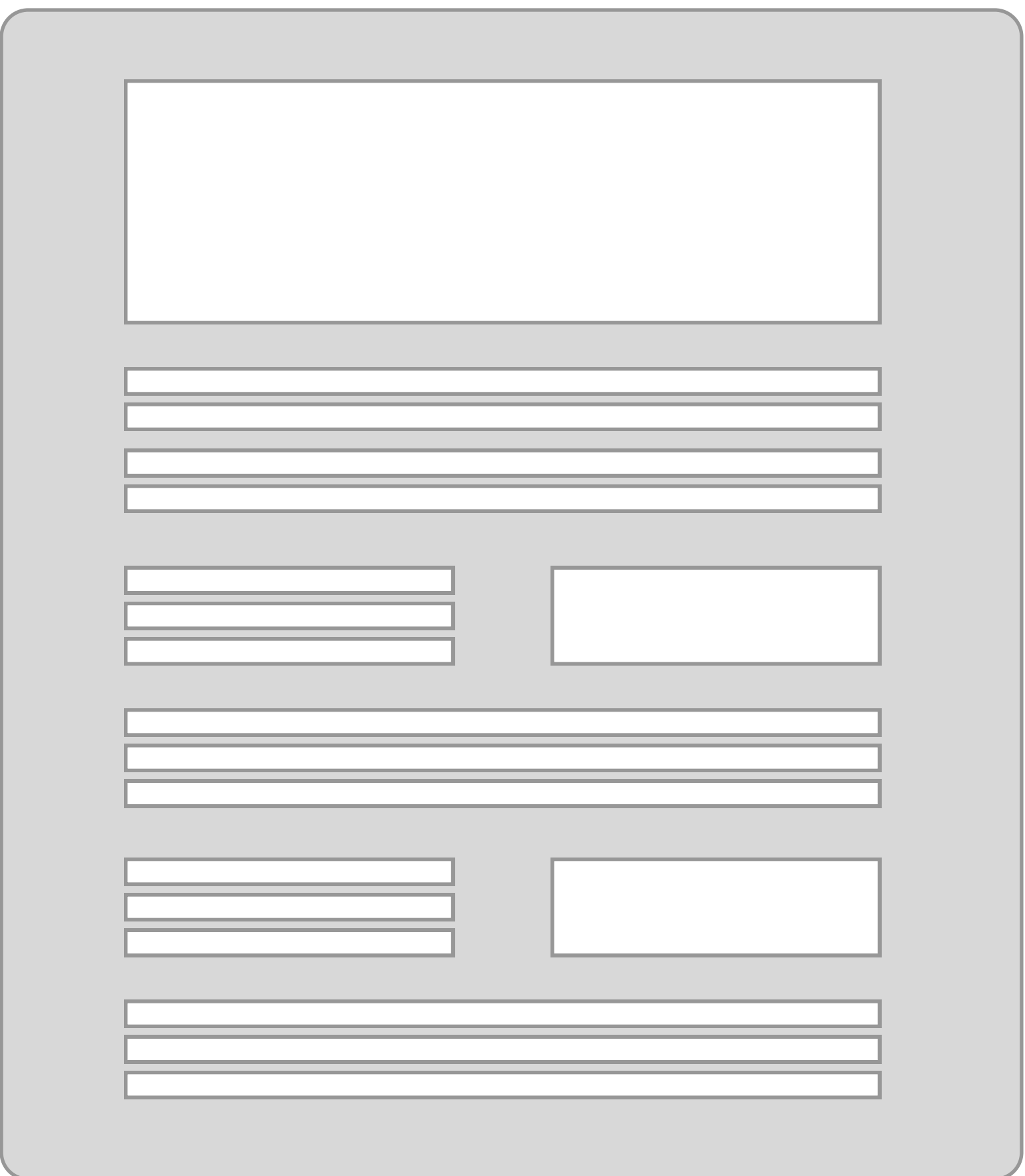


DETAIL PAGE - TEAM - Content Strategy

- Full-size headshot
- Name, title, and department
- Bio - Who they are, what they do, what makes them unique, what makes them a great Ellin & Tucker team member, and include personal / personality messaging to make them relatable
- All bios should be the same length, regardless of tenure
- Contact information - Email, phone, LinkedIn, vCard
- A listing of published articles, webinars, speaking engagements, etc. that the team member has contributed

GOALS:

1. Provide information for users to contact key team members
2. Illustrate how team members make a positive impact on Ellin & Tucker's culture. In line with "Our Difference"



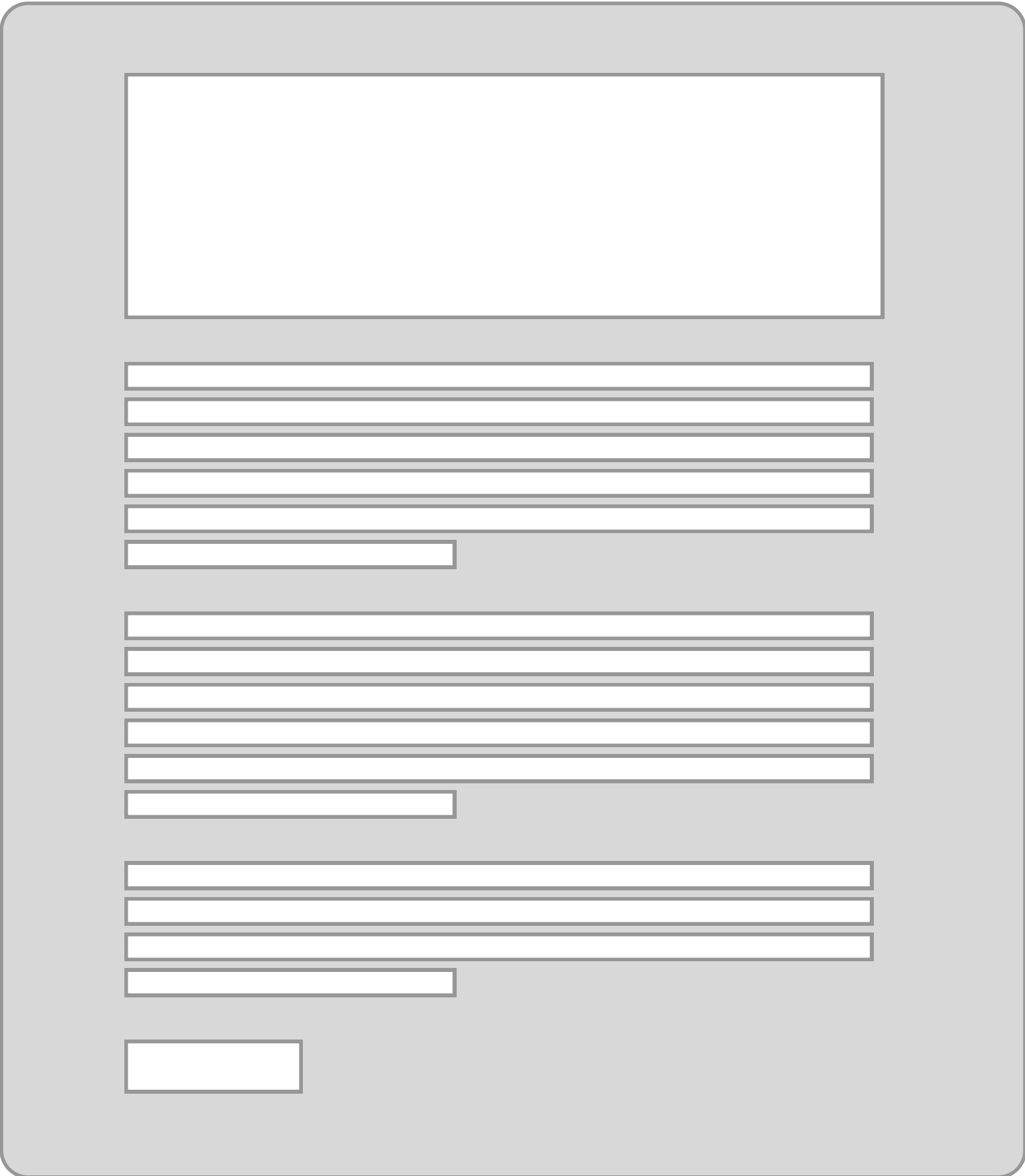
LISTING PAGE - CAREERS - Content Strategy

- Hero - photo or illustration to add context
- Job title, view posting link
- Focus on why Ellin & Tucker is a great place to work, showcase culture, etc.
- Call out for some of the other supporting sections in careers - Internships, Experiences Professionals, Entry Level, Administrative
- Team testimonials and/or video will be utilized to promote and convey Ellin & Tucker's culture and difference
- Full details of benefits provided by Ellin & Tucker
- Listing of available positions at Ellin & Tucker

GOALS:

1. Feature available positions at Ellin & Tucker
2. Attract qualified candidates who are interested in sharing Ellin & Tucker's ideals and level of sophistication

Content Hierarchy - Batch 2B

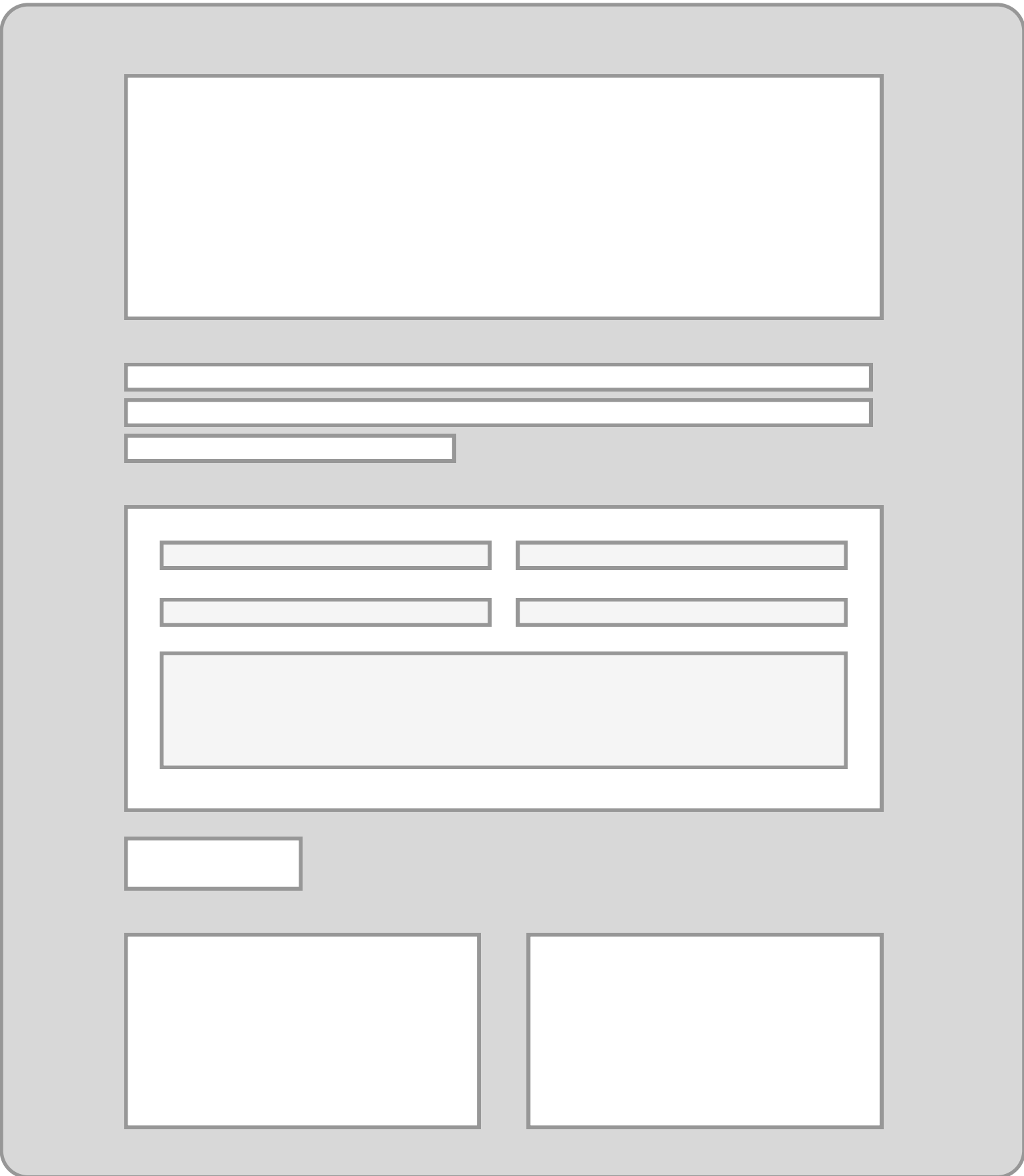


DETAIL PAGE - CAREERS - Content Strategy

- Hero - photo or illustration to add context
- Provide detailed content of job opening
- Job title and full description of position
- Focus on the culture of Ellin & Tucker and how it applies to the position
- Link to full details of benefits provided by Ellin & Tucker
- Apply button (email link)

GOALS:

1. Provide detailed content of job opening
2. Convey importance of Ellin & Tucker’s values and help attract qualified candidates
3. Provide apply now link to submit resumes via email



CONTACT - Content Strategy

- Hero - photo or illustration to add context
- Intro copy detailing how Ellin & Tucker communicates with their clients - in line with “Our Difference”
- Contact Form - Brief but detailed information to be captured to begin conversation with potential clients
- Email communication sign-up
- Social media links
- Ellin & Tucker’s phone numbers for Baltimore and DC offices
- Office Locations with Google Maps
- Vitamin media contact information

GOALS:

1. To contact someone at Ellin & Tucker and begin a conversation
2. Give opportunity for users to sign-up for email communications
3. Provide contact info for PR opportunities