

Content Audit

Section: Home

Main URL: <http://www.blockandcompany.com/index>

Content Types:

Menus and navigation, text about company is at the fold line (changes based upon market selected; default is Banking/Savings & Loan). Top of page has a javascript running that alternates between two JPGs advertising specials. There is a New Products section to the right of it.

New Products

- With some exceptions, this section does not list products by the product name. Rather, it uses a general description, and takes users over to a search page instead of the individual product listed.

Section: Market Served

Main URL: http://www.blockandcompany.com/index.cfm/fuseaction/product.browse/_/Markets-Served/categoryID/2aa397ce-2587-49af-8701-faa50d2e4a9f/

Content Types:

On the landing, if a user does not select any specific market, there is a standard error message that says "Sorry, there are no products matching your search". There should be general content here that says something pertaining to the category. There is left hand navigation with links to the additional pages.

Browse Products

Content Types:

The content is an image followed by static text, then 4 categories. The last category is 4-5 images of featured products, with their titles underneath.

- This title is a bit misleading, making the user think that they are about to search by industry.
- The categories here have expanded information on the industries to which they refer. Content is static, with some links within the copy that take the user to specific products, contact info, or survey feedback
- At the end, there are a few products under the category "Featured Products". There should also be a link from here for "Browse all Products" to invite the user to scan for more items other than the ones listed

Section: Products

Main URL:

http://www.blockandcompany.com/index.cfm/fuseaction/category.overview/_/Products/categoryID/8a82fb24-3498-41ec-9b61-2451a1d80198/

Content Types:

This section is where the user can browse for/select products to purchase. After the initial categories, you enter the main and/or subset categories to see a list of all products in that area. There is an image on the left, followed by the title, and a small description. There is left hand navigation with links to the additional pages.

- In general, most products do not follow the traditional format of product name → description. Most products here are listed by their description, then the name is listed underneath the product. Most of these titles are ambiguous, and require the user have the catalog to see the difference between products without visiting the specifications tab.
- An initial way to differentiate between products could be to follow similar naming conventions to products listed in the catalog, or use the differentiating factor (e.g. color or quantity) in the title as an additional descriptor. This could eliminate confusion between similar products with different product codes

Section: Knowledge Center

Main URL: <http://www.blockandcompany.com/knowledge-center/>

Content Types:

The content is an image followed by 2 categories. The first category contains 5 sections, with links to internal and external links. The last category is links to external pages. There is left hand navigation with links to the additional pages.

Customer Resources

Content Type:

There is static text with links to 2 internal pages, ***about us*** and ***contact us***.

About Us

Content Type:

The content is of 2 sections, one of static text, and the other is a 2 column section where static text is on the left with an image on the right.

- The images should be standard sizes.

Contact Us

Content Type:

The content is of 5 sections, all static text, with one section allowing the user to email the company.

Current Promotion

Content Type:

This page contains 2 columns, containing text and images, with a link to further details in each column.

- Since this still under the Knowledge Center/Customer Resources umbrella, the navigation panel should still appear on the left hand side.

Section: Customer Resources

Main URL: <http://www.blockandcompany.com/customer-resources/>

Content Type:

See section under **Knowledge Center**

- Since this is a subsection of the **Knowledge Center**, this should not be a main navigation heading.

Section: My Block

Main URL:

<http://www.blockandcompany.com/index.cfm/fuseaction/accountManager.siteManagerSignup/>

Content Type:

The content is an image followed by 2 columns. The first category contains 8 sections, with the first containing a link to a flash video. The other 7 columns are static text. The second column is an interactive fill-in form with 2 sections and a submit button.