

Content Strategy Evaluation

Results and Recommendations

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View the [presentation screencast](#) that complements these slides
Visit the [StudySpanish.com website](#) that was evaluated for this project

Executive Summary

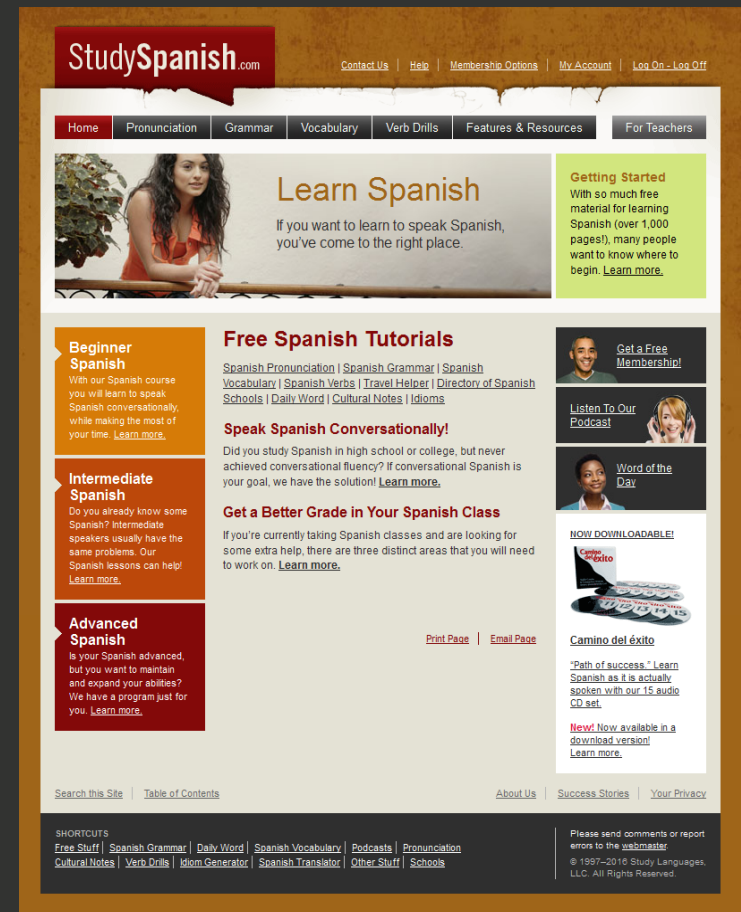
This presentation summarizes the results of a content inventory, audit, and analysis of the StudySpanish.com website.

- An overview of the website is provided, along with the scope and goals of the evaluation.
- Content quality and usability issues are compiled, grouped, and rated according to severity.
- Recommendations for improvement are made, and a business rationale for making the recommendations is offered.

The evaluation indicates that while the StudySpanish.com website currently does provide useful, relevant basic Spanish instructional content, significant improvements must be made for the site to remain relevant and competitive, attract more users, and increase sales.

Website Overview

- StudySpanish.com
- Provides Spanish language instruction
- Free content for beginners
- Upsells complete conversational course to advanced learners



Scope

- Free content only
- Spanish vocabulary
- Unit One
- 10 primary topic pages
- 8 subpages per topic page
- 90 total pages evaluated

The screenshot displays a website interface for Spanish vocabulary. On the left, a dark red sidebar contains the text 'Lesson Topics' at the top, followed by links 'Show All' and 'Collapse All'. Below this is 'Unit One' and a list of topics: '1. Bathroom' (with sub-items: Oral 1, Oral 2, Flashcards 1, Flashcards 2, Matching 1, Matching 2, Quiz, Test, Premium (26)), '2. Crime' (with sub-items: Free (12), Premium (23)), '3. Plants' (with sub-items: Free (14), Premium (28)), and '4. Kitchen'. On the right, the main content area has a breadcrumb trail 'Home / Vocabulary / Top', a large heading 'El baño', and a section titled 'Notes:' with two numbered points. Below the notes is a list of Spanish words with their English translations: 'la bañera' (bathtub), 'el excusado' (toilet), 'el lavamanos' (sink), 'el botiquín' (medicine cabinet), 'el jabón' (soap), 'la toalla' (towel), and 'el cortinero' (curtain rod).

Home / Vocabulary / Top

El baño

Notes:

1. List of words be
2. Find practice ac

la bañera
bathtub

el excusado
toilet

el lavamanos
sink

el botiquín
medicine cab

el jabón
soap

la toalla
towel

el cortinero

Evaluation Goals

- Conduct a quantitative **content inventory** to identify each current content page and catalog key data elements about each page
- Perform a qualitative **content audit** to assess each page according to predefined quality criteria
- **Analyze** the audit results to discover existing content issues and determine their severity
- Propose **recommendations** for addressing current issues and improving future content quality

Issues

Actionability

Upsell opportunities are not logically integrated into the free learning content

Consistency

Number of vocabulary words under each topic varies from 5 to 21

Quiz correction and resubmit behavior is inconsistent

Engagement

Practice pages are low on visual appeal

Quizzes and tests are rote and are not compelling

Findability

Meta data for different pages is too similar and is not descriptive

User is not logically guided through practice and assessment

Relevance

Pages have not been updated since 2009

Shareability

None of the pages offer user community or social media engagement opportunities

Usability

All of the interactive practice content uses Flash

Issue Severity

3

Completely prevents goal achievement or task completion

Shareability. There are no affordances for sharing content whatsoever.

Usability. Some mobile users and users of certain browsers cannot access Flash content.

2

Slows down or confuses the user

Findability. Poor meta data will affect search engine ranking, and users must navigate to practice and assessment rather than being guided.

Actionability. Users must navigate to paid course offer rather than being presented with the offer at key points.

Consistency. Varying vocabulary content from topic to topic delivers an uneven learning experience, and inconsistent quiz correction confuses users.

1

Quality concern, but does not impede the user

Relevance. Outdated pages will make users question currency and relevance.

Engagement. The low visual appeal and interactivity of practice and assessment content makes the site less enjoyable and engaging than more contemporary gamified learning sites.

Recommendations

Actionability

Integrate upsell calls-to-action seamlessly into the instructional flow

Engagement

Augment practice audio content with engaging visual content

Gamify quizzes and tests

Relevance

Update pages with supplementary idioms and familiar terms

Shareability

Add social media share affordances to every page

Build an on-site user community

Consistency

Standardize all topic pages to include 20-25 vocabulary terms

Normalize assessment behavior to allow user to correct mistakes

Findability

Update meta data to accurately describe the content for each page

Design a natural flow that guides the user from topic review through practice and assessment

Usability

Redevelop Flash content using JavaScript, CSS3, and HTML5

Rationale

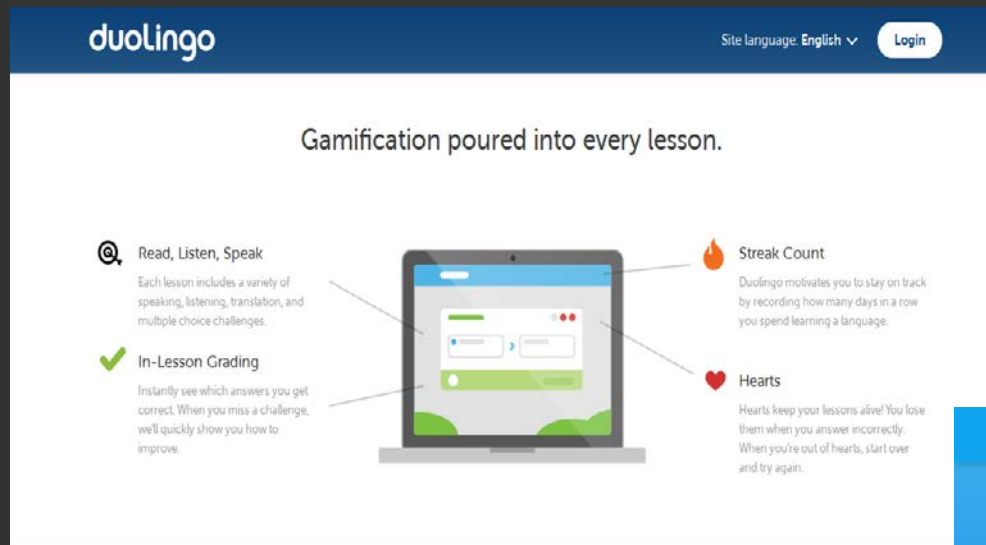
The website attracts users by offering free basic Spanish language instructional content.

The website makes money by selling more advanced instructional content to learners who wish to proceed beyond basic Spanish.

Following the recommendations from this evaluation will:

- Attract more users
- Engage them for longer periods of time
- Provide an improved instructional experience
- Motivate them to share the resource with others
- Generate more sales

Competitive Landscape



During that time, new sites such as Duolingo and Memrise have launched, providing highly engaging and gamified free basic language learning experiences.

The StudySpanish.com pages evaluated have not been updated since 2009.



Conclusion (Five Takeaways)

1

There is a lot of useful, relevant basic Spanish instructional content on the StudySpanish.com website.

2

Much of the content is outdated and is not presented in an engaging, enjoyable format. There are usability, consistency, and findability issues that can frustrate or impede users.

3

Users are not guided logically from topic review to practice and assessment, and there is no logical sales funnel integrated into the free learning modules.

4

There is no user community, and affordances to share content via social media channels are nonexistent.

5

Following the recommendations from this evaluation will enable the website to remain relevant and competitive, attract more users, and increase sales.

Appendix B

Methodology and Limitations

Content Inventory Methodology

I manually collected the content inventory data. For each page inventoried, the following data elements were recorded in a Microsoft Excel spreadsheet: the relative URL, the purpose of the page, meta title, meta description, meta keywords, format, content type, source, owner, date of last update, and any relevant notes. Additionally, a unique content element identifier was assigned to each page. All pages belonged to one of three content types: topic (the primary vocabulary topic area), practice (oral review, flashcards, and matching games), or assessment (quizzes and tests). Since all of the pages are at the base studyspanish.com domain, I only recorded the relative URL for each page as a space saving measure.

Content Audit Methodology

For the audit, I created a new spreadsheet with the content ID, relative URL, and content type for each page. Next, I evaluated each page according to the following criteria: general usability, findability, accessibility, actionability, completeness, currency, engagement, and business value. For each criterion, I assigned a rating of 1 to 5. This rating roughly corresponds to a five -level Likert-type scale with 1 representing “poor,” 3 representing “satisfactory,” and 5 representing “excellent.” These individual ratings were then averaged across all criteria to produce a composite rating for the page. There are also fields for notes and recommended action.

Limitations

I had to make assumptions regarding ownership roles. For this reason, I simply assigned ownership of topic and assessment pages to a generic vocabulary subject matter expert, and ownership of practice pages to a generic lead game developer. Similarly, I have limited knowledge of the actual source of the instructional content. However, the content does not appear to be curated from other sources, and it is not user-generated, so I assigned all content a generic source of “internal.” Further, I don’t have access to any usage analytics for the site, so these data were not recorded. If I were conducting a “real-world” content inventory and audit, I would also include information such as traffic statistics, inbound links, referral source, bounce rate, and time on page.

FIN

GRACIAS POR TU TIEMPO