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Content Audit Summary

For the purpose of this content audit, I've chosen to focus mainly on functionality and clarity of message. This summary is split into three areas for improvement: page consolidation, blog messaging, and calls to action.

Page Consolidation

Many of the existing pages can be consolidated into one page. The most prominent example of this would be the "About Us," "What is Math Adventure?" and "Video Reel" page. Between the first two pages, there is duplicate content, and the videos could be used to supplement the text. By conflating this information, you create a page that is more wholesome and text heavy, which helps you to rank higher in search engines. Having one page also reduces the need for dropdown menus, making your site more transparent for your users.

Blog Messaging

Outside of announcement posts about new videos or sample puzzles, the blog only does one thing: point users to other articles or studies to read. The content of each blog post is also incredibly sparse, and its visual structure varies (images are not always seen first, text size varies, and the author of the post is not always visible). Instead of regurgitating what was stated in the referenced article, give the audience ideas about what they should do with this new information.

Calls to Action

Calls to action for each page are generally apparent. But there are instances where there are multiple calls to action which makes things unclear, or areas that could be used to push users towards an action that otherwise don't. A good example of the latter would be the FAQ page. There are a few questions that discuss what volunteers or coaches do at any given event. While these answers are quite informative, you're not given any helpful information regarding *how to volunteer* if you're interested.