Content Auditing

Expert
A P P

.... *conclusion* ....

COMMONGENIUS.COM

Conducting a content audit on the CommonGenius website was helpful in gaining some perspective on the overall process and services the company offers to their customers making expert advice more accessible and affordable.

CommonGenius.com is a beautifully designed site, the UI is exceptional, and the site is full of useful content. The focus on relevant content is notable in the structured layout in how to get started to searching for experts. CommonGenius makes the step-by-step process easy to follow for new users. There is just as much emphasis on catering to customers as well as for recruiting experts. In addition, they are heavy on customer help and support and welcome feedback on how they can improve user experience.

Overall, I found the content to be useful and engaging, however there are a few things the site could improve upon. The minimal usage of tabs for the site's main navigation is appealing, but it may be helpful to have the "About CommonGenius" and "Contact" tabs moved up into the top navigation versus in the footer. The main FAQs page was centered around expert's commonly asked questions when I feel it should be more focused on the members or they could consolidate all FAQs to one page similar to the Help page but expand upon it. I would also love to see more expert categories added to the search as well in addition to the current topics.

ID	Navigation	Page URL	Page Name/Page Title	Content Description	Content Type	Comments
1	Home	https://commongenius.com	Expert Advice & Mentoring on Demand	Homepage	text/images	Main callout sections include: CTA to book 1-on-1 video meetings, main search for industry, topic, or expert, research callouts, Featured experts, How it works steps, Success stories, Blog, and App download
2	How it works	https://commongenius.com/how-it-works	How CommonGenius Works	Describes what CommonGenius is and how to search for an expert	text/images	Describes company, intended customer experience, featured experts, and steps on how to use CommonGenius, and support callout
2.1	Search Experts (also Get Started)	https://commongenius.com/search	Search results for a CommonGenius	Search for experts in these categories: Academic Research, Accounting, Business Development Partnerships, Career Coaching Mentoring, Beauty Fashion, Business Management, International Business, Arts Crafts, Data Analytics, Education, Engineering Architecture, Event Management	text/images	Search bar in top navigation for categories, drop-down to sort by highest ratings and price, reviews of expert profiles with bios, location, category tags, rate per min., and book a meeting option
2.2	Academic Research	https://commongenius.com/academic-research	Top Academic Research Consultants	List of Academic Research experts	text/images	see 2.1
2.3	Business Development Partnerships	https://commongenius.com/business-development-partnerships	Top Business Development Consultants	List of Business Development experts	text/images	see 2.1
2.4	Beauty Fashion	https://commongenius.com/beauty-fashion	Top Beauty Fashion Consultants	List of Beauty Fashion experts	text/images	see 2.1
2.5	International Business	https://commongenius.com/international-business	Top International Business Consultants	List of International Business experts	text/images	see 2.1
2.6	Data Analytics	https://commongenius.com/data-analytics	Top Data Analytics Consultants	List of Data Analytics experts	text/images	see 2.1
2.7	Engineering Architecture	https://commongenius.com/engineering-architecture	Top Engineering Architecture Consultants	List of Engineering Architecture experts	text/images	see 2.1
2.8	Accounting	https://commongenius.com/accounting	Top Accounting Consultants	List of Accounting experts	text/images	see 2.1
2.9	Career Coaching & Mentoring	https://commongenius.com/career-coaching-mentoring	Top Career Coaching Consultants	List of Career Coaching experts	text/images	see 2.1
2.10	Business Management	https://commongenius.com/business-management	Top Business Management Consultants	List of Business Management experts	text/images	see 2.1
2.11	Arts Crafts	https://commongenius.com/arts-crafts	Top Arts Crafts Consultants	List of Arts Crafts experts	text/images	see 2.1
2.12	Education	https://commongenius.com/education	Top Education Consultants	List of Education experts	text/images	see 2.1
2.13	Event Management	https://commongenius.com/event-management	Top Event Management Consultants	List of Event Management experts	text/images	see 2.1
2.14	View Profile	https://commongenius.com/expert-consultant/christa-carone	Christa Carone	Expert profile page (profile page for Christa Carone)	text/images	Expert profile links externally to its own standalone page. Expert profile pages include a detailed biography, their location, rate they charge, work experience, education/certifications, featured articles, option to book a meeting, and recommended experts that are similar.
2.14	Become an expert	https://commongenius.com/expert-consultant/signup	Become an Expert	Form to enter professional information and meeting details	text	Expert must fill out each form entirely before moving onto the next step. There are 3 steps total.
3	Sign Up	https://commongenius.com/signup	Sign up as a member	Signup form to create a new account	text/form	By signing up, user gets one-on-one consulting, mentoring, and career advice from experts. Gives alternate option to login with LinkedIn.
4	Log In	https://commongenius.com/login	Login	Login with email and password	text/form	See 3
5	Get Started	https://commongenius.com/search	Search results for a CommonGenius	Allows user to find an expert by searching hundreds of top executives, consultants, and mentors	text/images	See 2.1
6	Blog	https://commongenius.com/blog	Blog	Proprietary blog	text/images	(Bottom navigation) Includes articles written by experts. Also includes business strategy, industry expertise, product, marketing, sales, lifestyle, funding, expert community, and management.
7	Careers	https://commongenius.com/careers/	Careers	Lists open positions CommonGenius is hiring for	text/images	List of open positions, location, and description of job
8	Business and Enterprise	https://commongenius.com/for-business/	Common Genius for Business	Form to submit inquiry as an organization	text/form	Platform for enterprise and businesses is currently in-development
9	About CommonGenius	https://commongenius.com/about	About	Mission statement and values	text/images	This page features the company's mission statement/values, founder's story, featured experts, and CTA to download app
10	Meet the team	https://commongenius.com/team	Meet the Team	Team members of CommonGenius	text/images	In-house team page where user can explore each staff members' profile, image of office space, and staff headshots
11	Become an Expert	https://commongenius.com/become-expert	Become an Expert	Explains how to become an expert and reasons why	text/images	This serves as more of an informative page, separate from the other 'become an expert' signup form
12	Events	https://commongenius.com/events	Events	Events and webinars	text/images	Events, webinars, past and upcoming events, how to get started if you are a customer and how to share your expertise if you are an expert
13	FAQs	https://commongenius.com/become-expert/#faq-experts	Frequently Asked Questions	FAQs for those trying to become an expert versus custome	text/images	Is it's own navigation link, but also part of the 'Become an Expert' informative page
14	Help Center	https://commongenius.com/help	Help and Support Center	Search for help categories, FAQs, and contact form	text/images/form	User can search for support questions or browse help categories. There is also a list of FAQs for experts, members, and general questions followed by a contact form.
15	Contact	https://commongenius.com/contact/	Get in touch	Contact form for user support (questions/comments/concer	text/images/form	Contact form includes name, email, subject, message. There is also a pop-up "Support" widget on bottom right-hand corner each page on website.