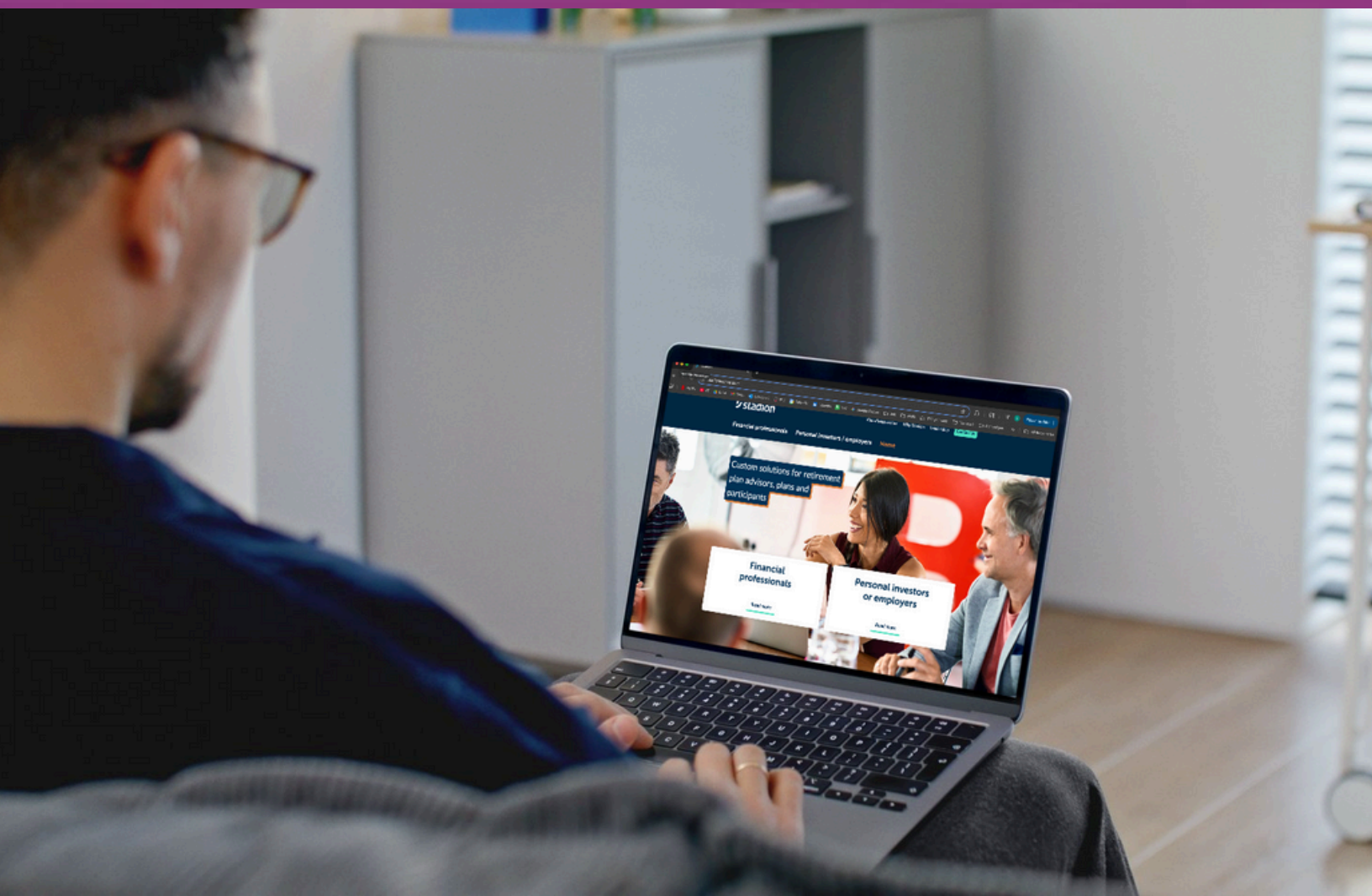# Stadion

Content & Site Audit

October 2025

Audit Intent

Purpose of Audit

- Gain a better overall understanding of the Stadion site and its functionality.
- Improve overall understanding of the Stadion brand voice.
- Identify opportunities to implement improvements to structure, functionality, and user navigation throughout the site (without changing branding, look, and feel).

Key Objectives

Identify actionable strategies for website improvement.

Gain a clear understanding of how Stadion communicates with audience.

Brand Foundation

Mission

Stadion was founded in 1993 with one goal: "to make investing easier to understand and less stressful for investors."

Vision

Stadion's vision is to be the most trusted partner in empowering retirement plan participants and sponsors with personalized, transparent, and technology-enabled solutions that deliver confident outcomes over the long term.

Values & Key Themes

- *Customization/Personalization*
  - Stadion emphasizes that one-size-fits-all doesn't work for retirement, and offers technology and tools that allow accounts to reflect individual risk attitudes, etc.

- *Support/Service*
  - *U*.S.-based service, call center, investor services department, etc.

- *Reliability & Long-Term Partnership*
  - *S*tadion emphasizes its longevity and commitment to staying with clients "for the long run."

Audience and Personas

Primary Audience

- Financial Advisors/Plan Advisors
  - Professionals who recommend or manage retirement plans for clients.
- Plan Sponsors/Employers
  - Organizations offering retirement plans to their employees.
- Plan Participants/Personal Investors
  - Individual employees and investors using Stadion-managed retirement accounts.

User Personas

Emily Rob, 42

Financial Advisor

- Goal: Find reliable investment partners who can offer custom retirement solutions for clients.
- Needs: Clear explanations of products, proof of performance, regulatory compliance, and accessible support materials.

David Williamson, 35

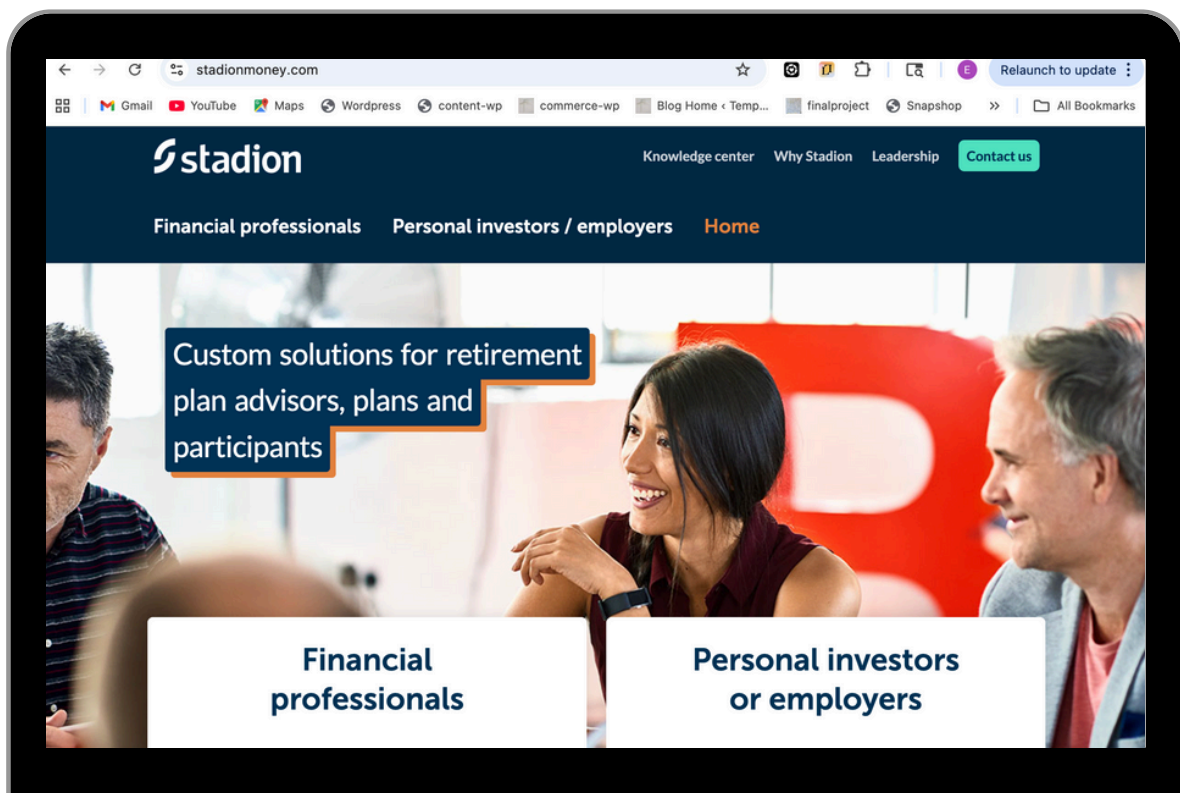**Project Manager at a Construction Firm**

- Goal: Build long-term financial security for his family.
- Needs: To make smart investment choices without having to spend hours researching or needing a finance degree.

Current Site: Strengths

Value Proposition:
Stadion's value proposition is clear, concise, and appears immediately upon entering the website. The homepage quickly communicates their role in providing investment management solutions.

The segmentation between "Financial Professionals" and "Personal Investors/Employers" also makes it easy for different audiences to identify where to go within the site. This direct nature strengthens Stadion's site as it eliminates confusion about who the intended audience is for each service.
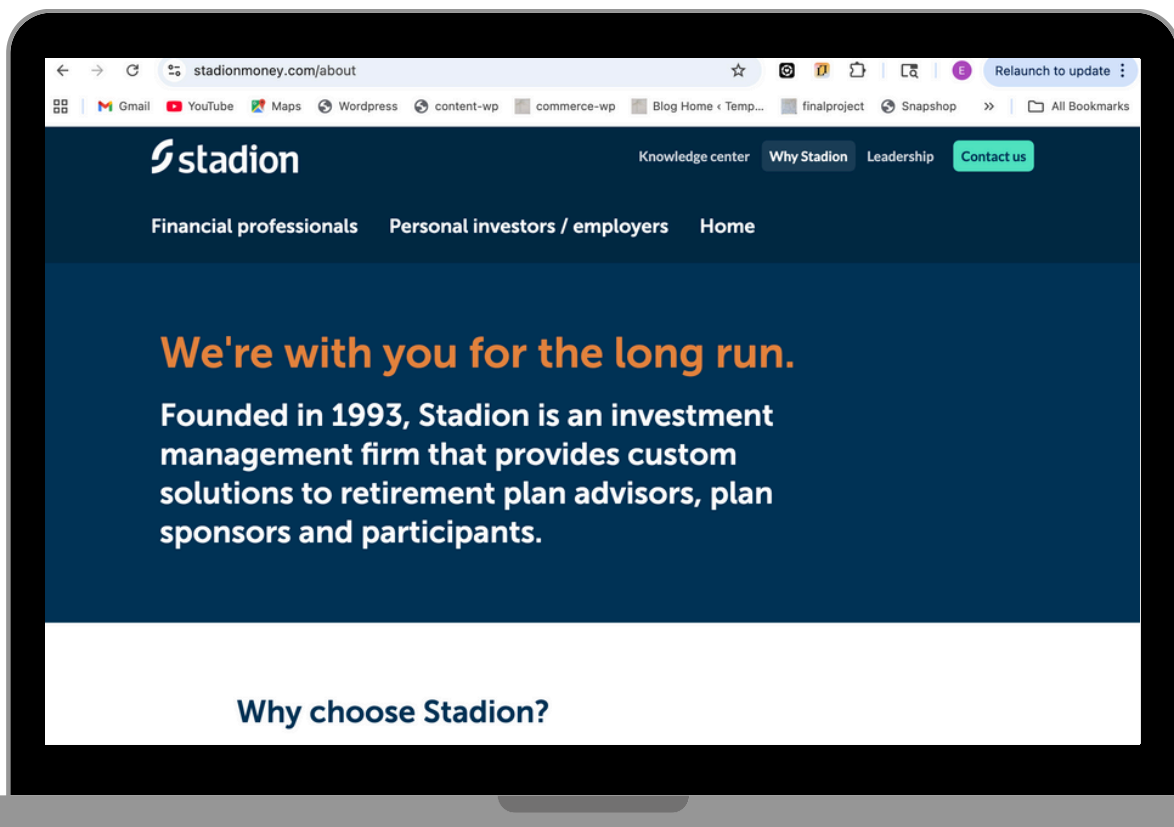
Current Site: Strengths

Trust and Compliance:

The manner in which messaging is approached on Stadion's site reflects an effort to establish trust by highlighting Stadion's long history. The site emphasizes the firm's founding year and how the company remains committed to supporting clients over time.
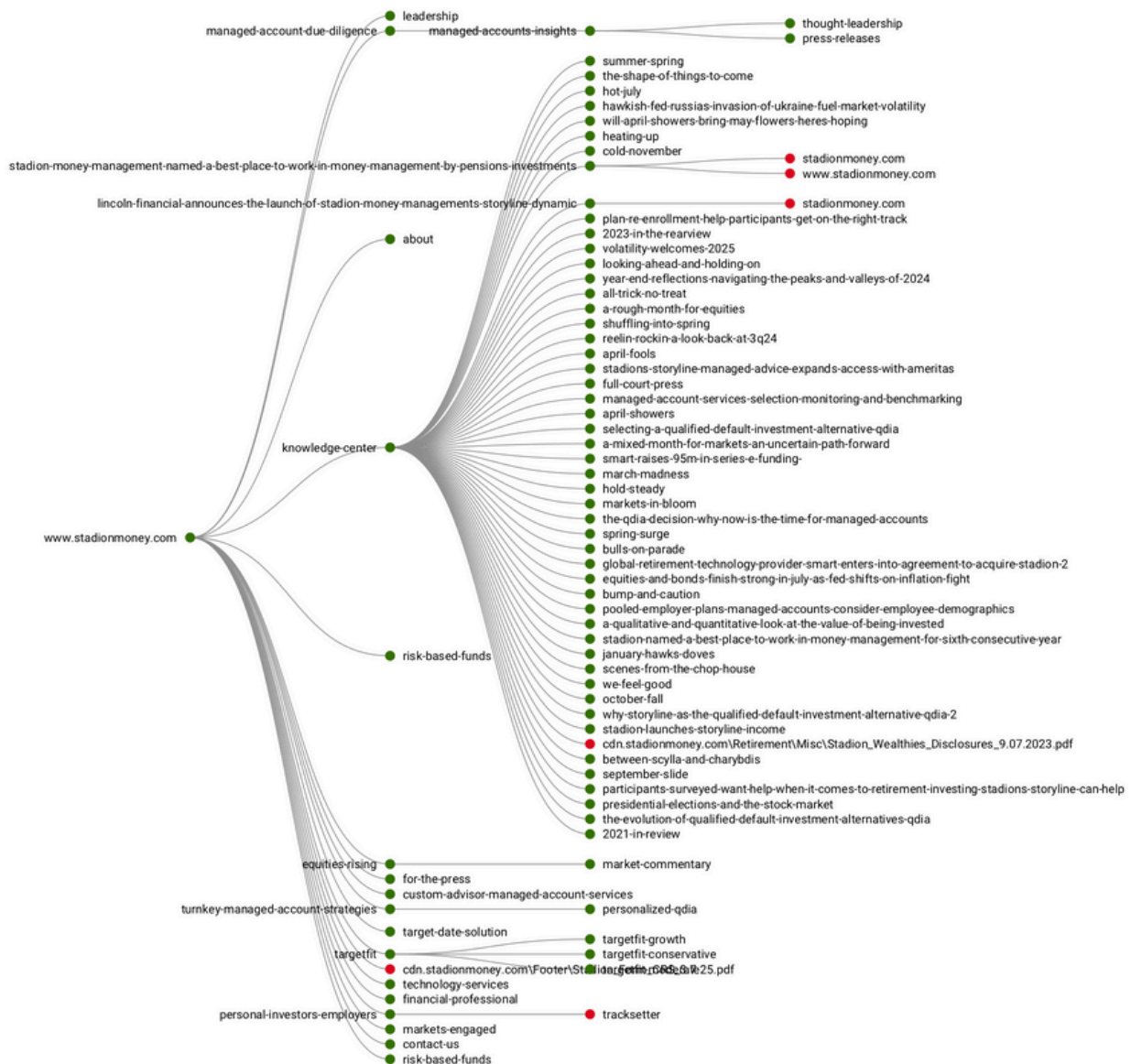
This longevity reinforces a sense of stability and reliability, two assets in the investment management industry. Furthermore, the site underscores its regulatory standing by making note of SEC registration and incorporating links to significant documents such as Form ADV Part 2 and Form CRS. Stadion also includes risk disclaimers, demonstrating their commitment to being transparent with their consumers and clients.

Current Site: Weaknesses

Complex Site Map:

The site has too many layers between the homepage and key content (~3-5 clicks to get to a page), making it hard for users to find specific information. Logical grouping and balancing content with dropdown menus can make Stadion's website more streamlined and user-friendly. Several sections contain similar types of content, creating room to simplify and clarify navigation labels.
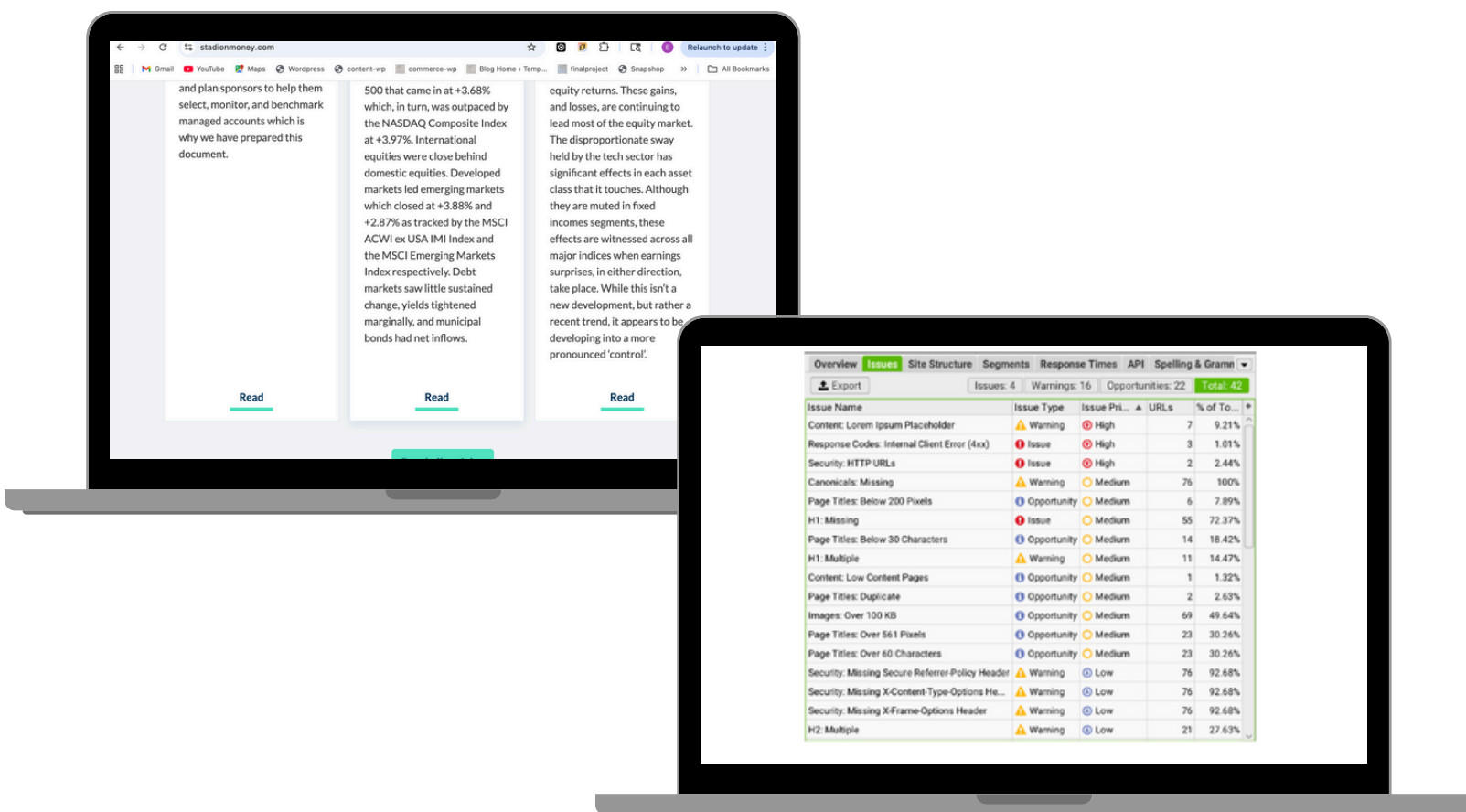
Current Site: Weaknesses

Weak CTA's & Technicalities:

Stadion's current site lacks engaging call-to-actions. These buttons could be renamed to taglines like "Read More," "Learn More," or "Click here to learn how Stadion can help you." The generic nature of these buttons reduces their ability to successfully guide visitors further into the site or motivate them to take the next step with the company. More intentional phrasing would make the user experience feel purposeful, while also helping Stadion effectively capture visitor interest.

The site also has 4 issues, 16 warnings, and 22 opportunities with site functionality.
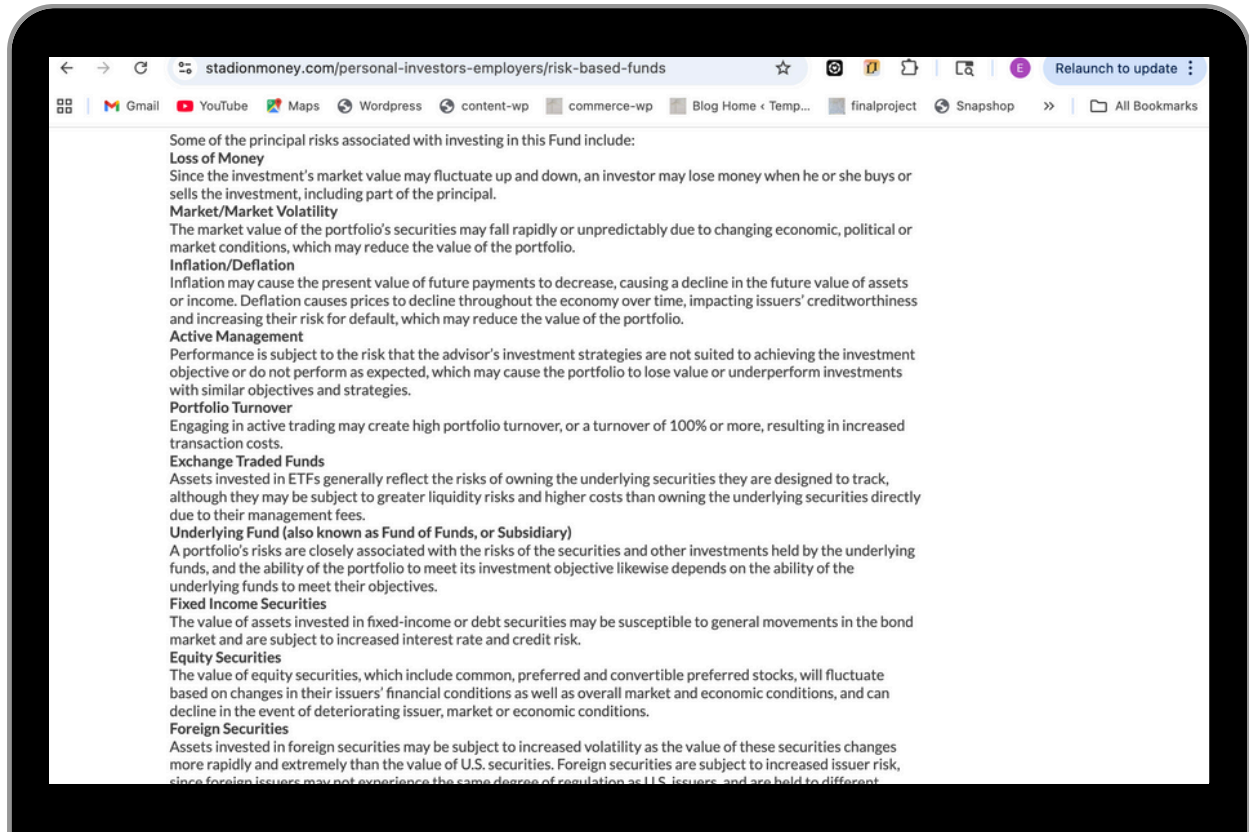
Current Site: Weaknesses

Large Amounts of Financial Jargon:
Stadion's current site contains large amounts of dense copy and phrases. These areas could be simplified to be more digestible and also accompanied by applicable graphics. Eliminating jargon will allow the site to be a support for employees and clients when trying to explain Stadion Connect and the company's overall offerings in the future.
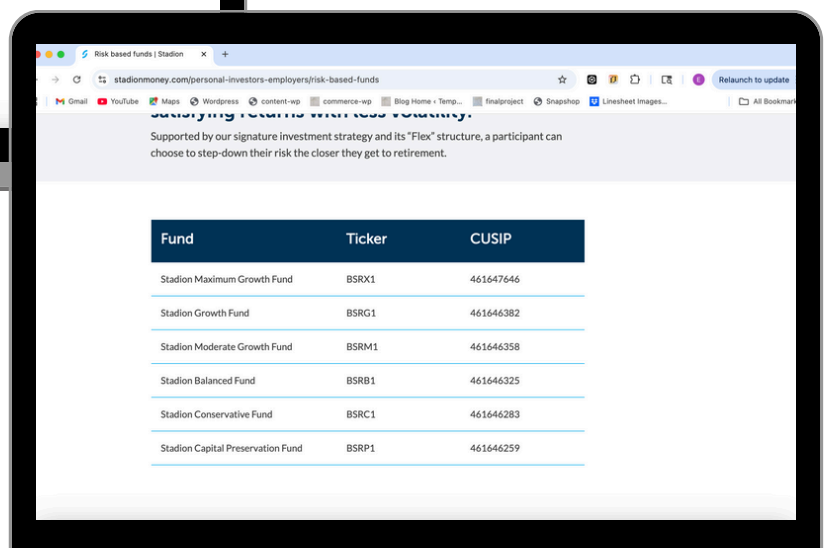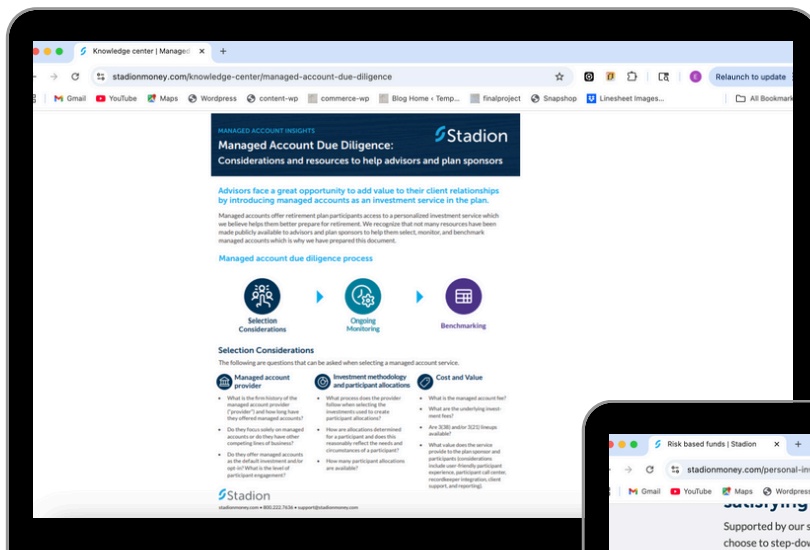
Flesch Reading-Ease Score: 49 cases of a Fairly Hard or Hard Readability Score.

Current Site: Weaknesses

Poor visuals:

The visuals and graphics on Stadion's site are currently lacking dynamic elements and are difficult to understand. While some are useful in further explaining difficult concepts, they do not appear cohesive with the site or the provided content. In addition to this, some of the graphics appear blurry, as though they were screenshotted and dropped into the site, rather than integrated correctly. Overall, adding updated visuals will allow Stadion to further differentiate itself in the market.
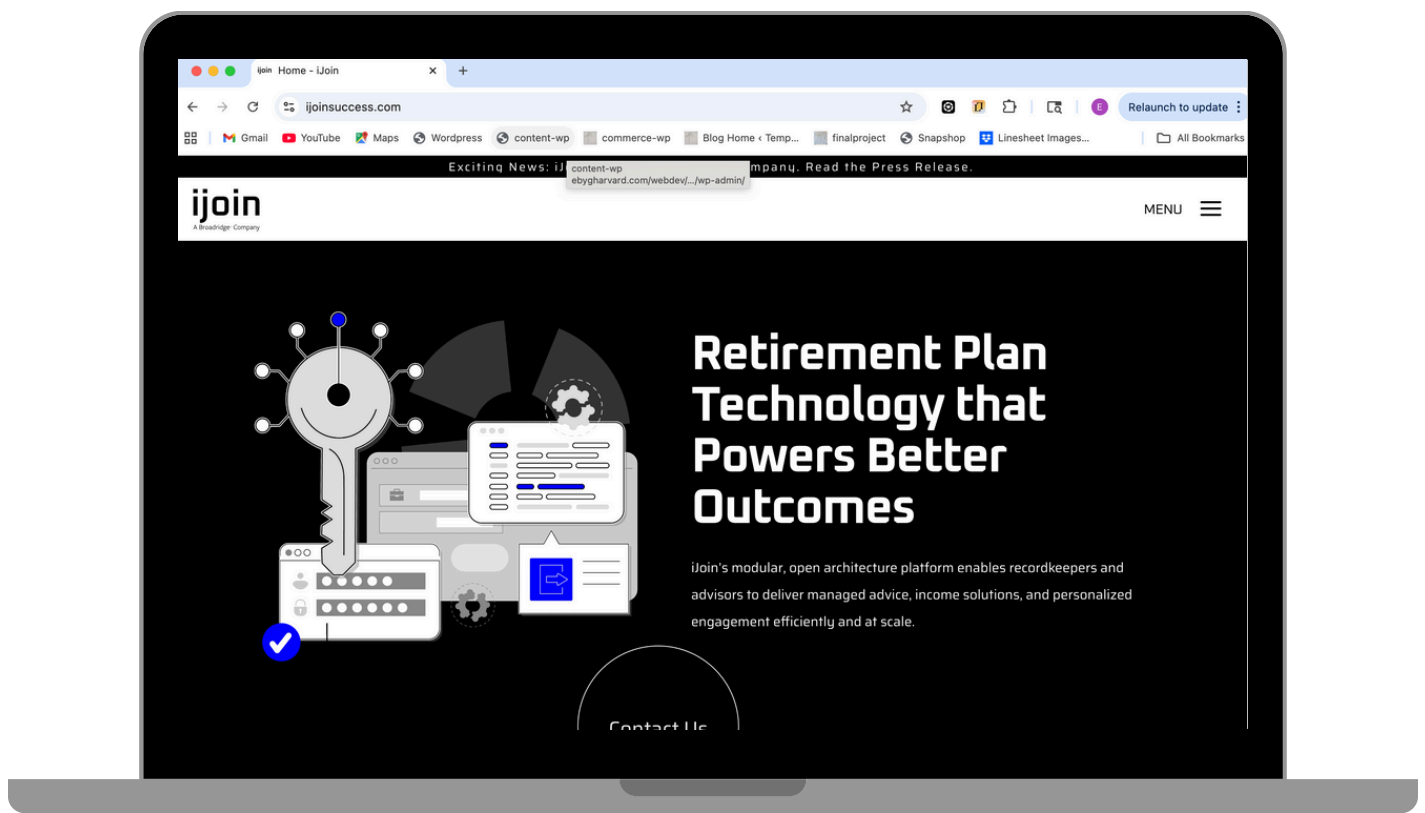
Competitive Analysis

Micruity

Micruity has a clear, mission-oriented brand voice focused on system building and overall accessibility. They frame their offerings as systemic and functional, rather than for a niche group. Their language throughout the site is clear and avoids the nitty-gritty financial jargon. The copy on the site is followed by easy-to-understand, dynamic graphics, making it useful for both experienced professionals (advisors, record keepers, and employers) as well as non-experts. The homepage is laid out in a clear and concise way with CTA's spread throughout. The overall positioning and brand voice are professional and informational, yet digestible and simple.
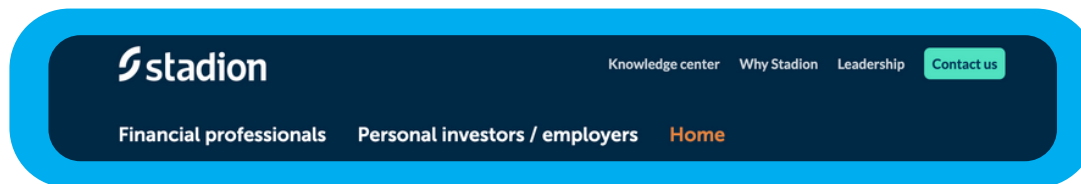
Competitive Analysis

iJoin

iJoin's current site positions the company as a participant-centric service that makes retirement planning more personal and individualized. The company's brand voice emphasizes personalization and guidance through its language. The messaging on the site helps clients better understand their retirement goals and lays out actionable steps they can take to reach their goals. Much of the copy is accompanied by dynamic visuals. In addition to this, the site contains an easily navigable homepage, dropdown menus, and functioning buttons & CTA's. The overall tone is technologically advanced, while also simple enough for a non-expert to understand. iJoin's overall brand and mission come across as digestible and user-friendly.

Implementation

1. Headings and menu buttons

Here, we've provided a revised makeup of the current menu set up. By adding in adequate drop down menus, the site will become easily navigable. This modification allows visitors to move through the site with ease.

Re-arrange order of menu (ADD in dropdown menus accordingly →

HOME	FINANCIAL PROFESSIONALS	PERSONAL INVESTORS	(ADD) ABOUT US
VALUE PROPOSITION	TURNKEY MANAGED ACCOUNTS	STORYLINE	WHY STADION
CONTACT A PROFESSIONAL	CUSTOM ADVISOR MANAGED ACCOUNTS	TARGETFIT	LEADERSHIP
	TARGET DATE SOLUTIONS	RISK-BASED FUNDS	KNOWLEDGE CENTER
	STADION CONNECT		

Implementation

2. Leadership Biographies

On the "Leadership" page, we propose simplifying the layout and presenting only a headshot, role title, and CTA. When users click the CTA, they will be brought to each employee's biography and contact page.

Michael Chlan

Chief Technology Officer, Chief Operating Officer

Michael Chlan came to Stadion in 2001 to develop and manage an IT department capable of meeting the needs of the company. Michael has overseen the development of the critical software programs and technology necessary for continued growth and effective management of Stadion's growing enterprise. He is also responsible for overseeing Investor Services and Relationship Management. He brings over 20 years of technology experience in financial services for both Fortune 500 and startup companies. At Equifax, he led the development of new databases and data selection technologies that facilitated the creation of ChoicePoint, Inc. as a separate entity. As CTO of Consumer Financial Network, Michael built the first multi-vendor financial services shopping and comparison system prompting high level investments by GE Capital. Michael is the lead inventor on several technologies and financial services related patents.

Simplifying the leadership page into simple icons and role titles. By clicking the "Learn More", visitors can go to Michael's page where biography paragraph will be listed as well as contact information.

MICHAEL CHLAN

Chief Technology & Operating Officer

LEARN MORE

Implementation

3. About Stadion

Aligning the "about" page in a more clear and concise way will ensure site visitors scroll through the duration of the page.

These key attributes and differentiators will flow onto the page in a dynamic way as visitors scroll the about page.

NEWMEDIA
INSTITUTE

Recommendations

Overall next steps for website:

1. Reduce overall financial jargon

By reducing financial jargon, the site will become easy-to-navigate and understand for advisors, record keepers, and all potential clients.

By introducing analogies, updated graphics, and creating simple explanations, the Stadion site will become a main point of contact for clients and employees alike.

2. Improve tone of voice

By improving Stadion's tone of voice, clients will be able to better understand what differentiates the company in the finance and fintech spaces.

The updated content and verbage on the site will be simplified to promote digestibility and Stadion's overall mission.

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Recommendations

Overall next steps for website:

3. Create stronger CTA's

By creating stronger CTA's, people will be more intrigued to continue through the site, particularly in the knowledge center.

This will allow clients to learn more about Stadion and its offerings, and compel them to refer to the site about areas that they need further explanation in.

4. Improve overall site structure & emotional resonance

By reorganizing the site to make it easier for users to navigate, as well as improving emotional resonance, Stadion can truly differentiate themselves as an easy-to-use, trustworthy, experienced firm in the fintech and financial spaces with existing and potential clients.