Applying Prospect Experience Design™ to Your Website

NEWFANGLED

Own your marketing, control your future.

An ideal **content hub** has four key attributes.

A Simple Name

Give this page a name that will clearly label its content (e.g. "Insights").

Content Filters

Filters let a prospect shape the content they see based upon their needs, but also indicate the scope of your expertise by listing topics that can be quickly scanned. They should be additive and arranged by topic, type, and author.

A Single-Column Content List

A single-column, vertical list is the best arrangement of content to enable prospects to quickly and efficiently find content relevant to them.

Researcher & Evaluator Friendly CTAs

CTAs should serve both the orienting user, who is unlikely to scroll, as well as the deep browser, who will scroll vertically until they find content relevant to them.
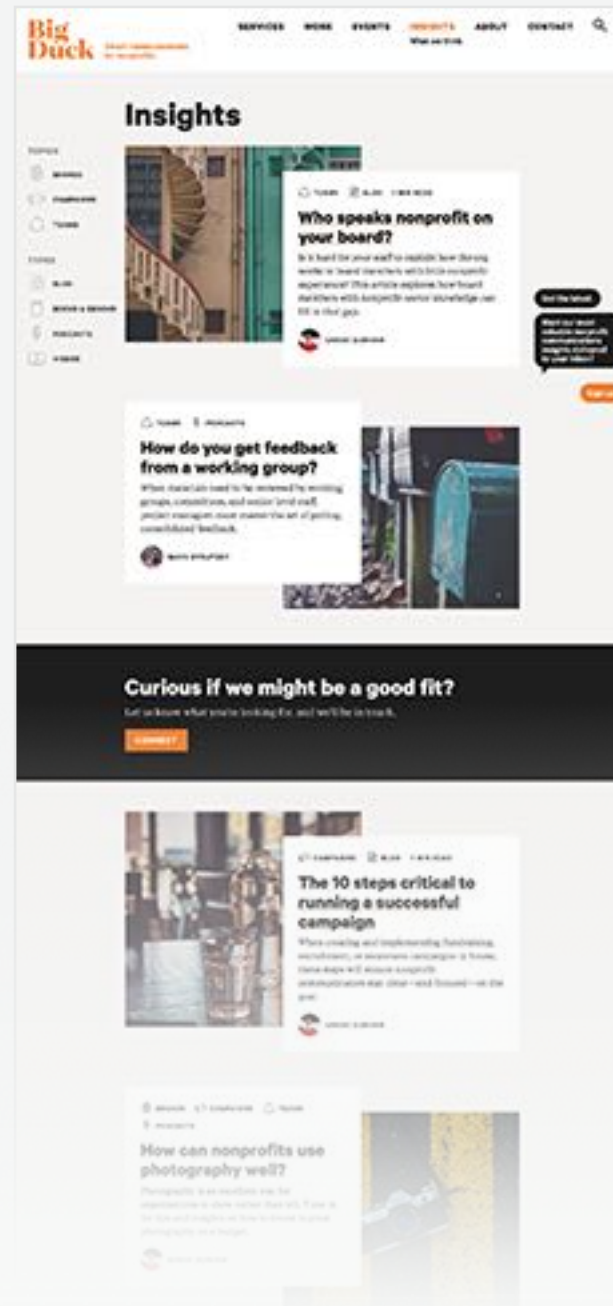
Content Marketing Pages help prospects better understand the nature of your expertise in a more educational setting. Each should offer prospects a clear, primary action to take that will enable them to learn more about you, and you to learn more about them.

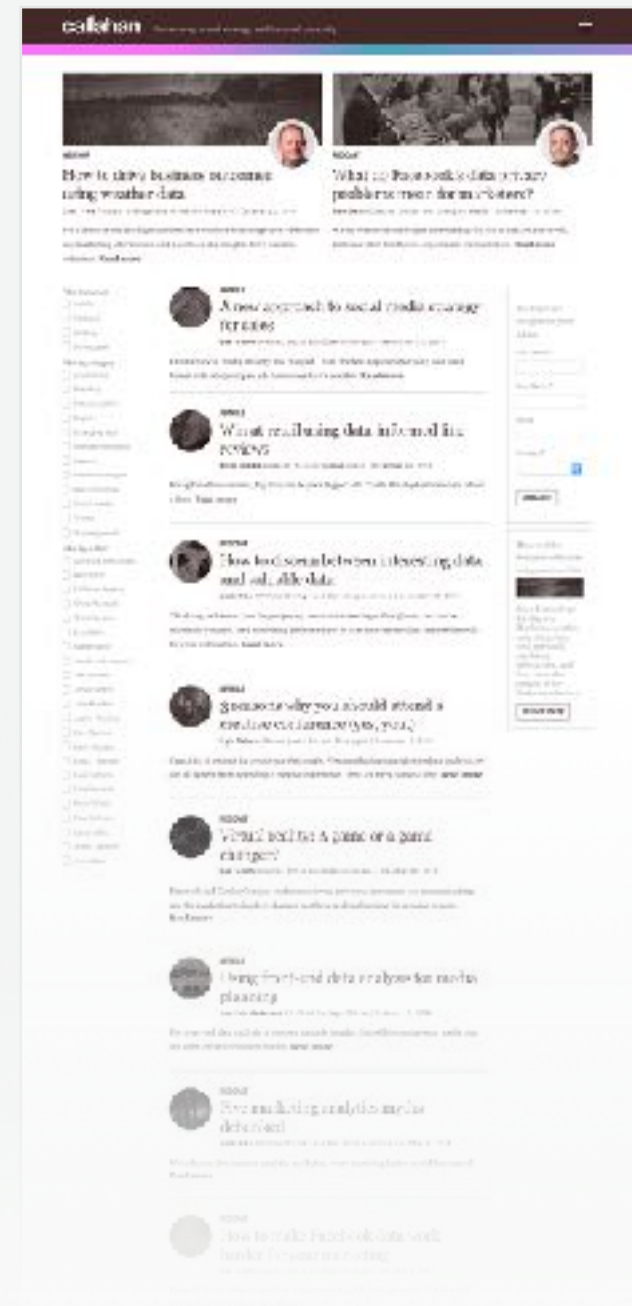# These **content hubs** are well structured and well designed.
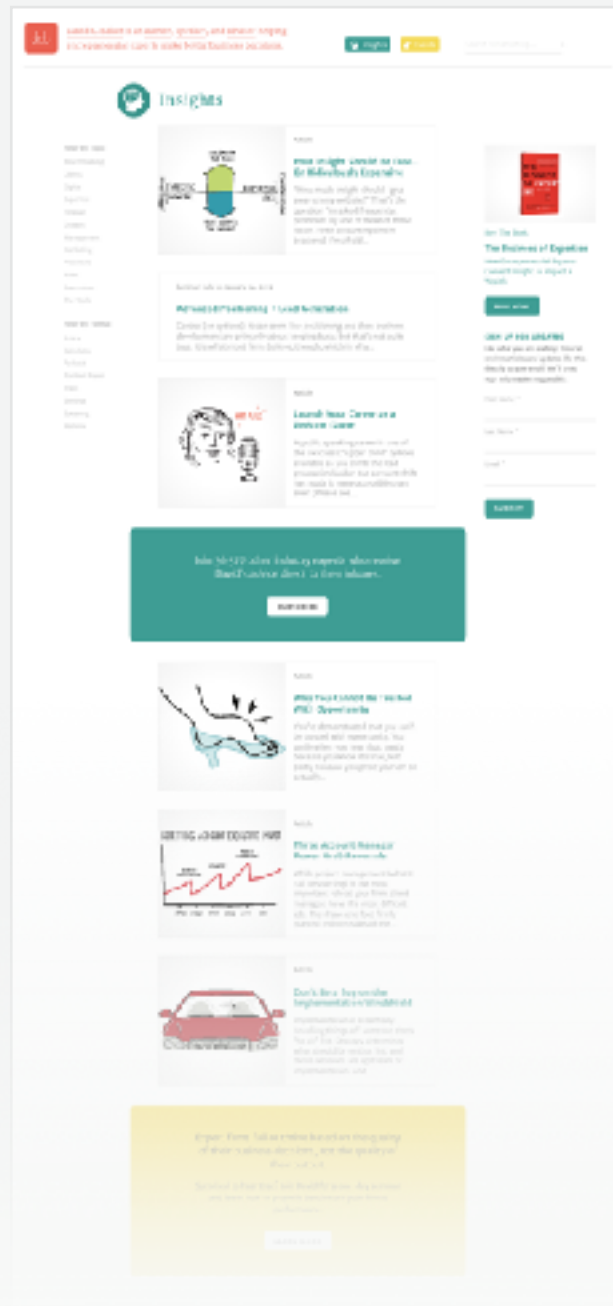
Each of these firms dramatically increased the effectiveness of their content marketing pages after an initial Newfangled audit.