

Test Tasks

Trial Tasks for "Content Marketing Developer" Role

We feel very honored that you consider joining our team! Already now, we'd like to say thank you for your interest!

The following questions and tasks are designed to help *both of us* in a couple of ways:

Give you an overview of this role.

Give us a better understanding of your current skills / experience.

Give both of us an idea of what it could be like to work together.

1. Technical Requirements / Skill Set

For our web projects, we are using (among others) the following technologies / frameworks / services. It would be helpful to know which of these you already have experience with; simply check the ones you've already worked with and provide a (very brief) note about how long / intensive that experience is.

HTML + CSS / SASS

- I've studied these technologies and feel comfortable working with them. I've used them either studying raw HTML/CSS/SASS landing pages and also as part of another project, as I've used these technologies along with frameworks such as Angular, and CMS' such as Wordpress, for example.

JavaScript + jQuery

- Similar to the mentioned above. In my practical experience, JS and jQuery came to solve an issue at a moment of need, more than studying too deeply the languages on their own. I have also used Typescript (mainly in Angular/Ionic projects), which I'm a fan!

PHP

- As with JS/jQuery, PHP played that role in the back end for me. I've studied the languages either by creating simple REST api's for personal projects, along with frameworks such as Laravel (which I combined with Angular/Ionic to use as a back end) and combined with the famous hooks and filter from Wordpress.

Kirby CMS

- I haven't experienced Kirby yet.

Gulp/Grunt

- I also haven't worked with Gulp and Grunt as of yet, although I was studying them - more specifically Gulp (my use case was to automate tasks for a development of a Wordpress Theme).

GitHub

- So far I've taken advantage of Github for version control and never dug too deep into it (I believe due to not requiring - mainly due to the size of the projects being smaller), therefore, the issues I had encountered with Git so far were easily resolved.

ActiveCampaign

- I haven't experienced it so far.

Heroku Postmark

- I haven't experienced it so far.

Sketch

- I haven't experienced it so far, but I had tried Figma and really liked it. I remember when I was researching and deciding between Sketch and Figma, the fact that the people involved were Mac and PC users, and Figma being cross platform was enough for it to be picked. Figma also seemed better overall with file sharing/collaboration due to its cloud nature, in which I could just send a link to a colleague and they could change things on the fly, instead of having to send out a file. So things like convenience and even avoiding different project versions were keys.

Adobe Creative Suite (especially: Photoshop, Illustrator)

- I use Photoshop mainly for simpler tasks, I use it quite a lot though, things like cropping images, extending background, transparencies, small touches and corrections. I'm not a graphic designer, so Photoshop comes in more of a problem solver rather than a main work tool (well, depending on how you look at it, it could also be considered a main work tool).

Video recording / editing

Voice recording / editing / Podcasting

- I have no issues with Video and Voice recording, it goes back to my college days (in this case, Journalism, not Software Development hehe), and currently I do a lot of screen recording using OBS with tutorials for my company's clients.

I wouldn't have issues with Podcasting as well, I haven't done it yet, other than again, Radio projects in University. I don't have much experience with video editing (other than simple cuts/crops/messages), but it is something I'd like to learn!

2. Growth Hacking

Our learning platform (<https://www.git-tower.com/learn>) consists of many different content projects. One of those is our "Beginner's Guide to Faster Websites": <https://www.git-tower.com/learn/website-optimization>

For the scope of this test assignment, let's assume that the *quality* of the content is sufficient. Let's also assume that we have two main goals with this content:

- a) Email Signups – generate signups for our (free) email newsletter
- b) Paid Content – generate sales for a paid version of the content (ebook, course, videos...)

What could we do to reach these goals more successfully? ☐ Feel free to not only think about the website itself, but also about social media, community, campaigns...)

What could we change / improve? What could we try out?

Should we create *additional* content? If so, what kind of content and why?

- First of all, I really like the content of the page and subpages - very informative. My suggestions for:

a)

- I would like to do an A/B test with the landing page with less scrolling and with a subscribe row at the very top. I think there's room for one even with the page as is (below the "Optimize your website..." text).
- I would try to make the page with less scrolling by perhaps gathering features and distribute them into 2 columns in one row. I think it's possible to do it without making it crowded - and it will give the reader the feeling that he's getting all the information with less hassle (considering how "impatient" users are while navigating).
- We could use other techniques such as a timed pop up with a subscription form or strategically as the user reaches a certain point in the page. I think pop ups could work well here as our landing page on its own is not design-polluted that will make pop ups feel extra annoying to the user.

b)

- A similar approach as I mentioned above could be taken. Being more marketing aggressive doesn't mean being annoying to the user, and I think we can achieve that. We also don't want the user to feel interrupted all the time.
- Content wise, as a compliment of what I discussed in letter "a" we can make the articles in video format, as people might be more inclined to watch a 5-minutes video about treating images rather than scrolling through a lengthy page in a blog (how many users might be navigating away from our Blog to

YouTube?). The point is to try and serve both audiences and I also think we can always actively bring one to another - specially for subscription purposes.

- If we currently don't have scheduled Social Media posts, I believe we should. The same goes to sharing it in the community and advertising. I understand there's quite a work involved as we don't want to come across as spammers, but pursue a legitimate and informative profile.

3. Content Marketing

For other topics on our learning platform, we have built an "FAQ" area:

<https://www.git-tower.com/learn/git/faq>

Do you think it would make sense to build something similar for our "Beginner's Guide to Faster Websites" project? Why or why not?

- Users love topic-based content and I believe an "FAQ" has a great match for "Beginner's Guide", as we are certain that beginners have questions, and FAQ's are those answers.
- I think the Beginner's Guide can benefit from an FAQ because users might find them usually to get answers of an issue they're facing, so we would also be more search-engine friendly if we have a "How to Reduce HTTP Requests?" approach.

Independent of your previous answer: please write a short FAQ item about one of the aspects covered in the "Beginner's Guide". Feel free to match the tone and style from one of our FAQs about Git.

- I attached a PDF named "Question 3 - Short FAQ for the Beginners Guide". For this one.

4. Learning + Staying Up-to-Date

Software development constantly changes: new technologies emerge and existing ones become obsolete all the time. On top of that, it's crucial to become better with the tools, concepts and languages you *already* use.

What are the main ways in which you stay up-to-date

- I'd say the main ways are through YouTube and Twitter, I like to follow educational channels and Twitter accounts of the technologies I use and usually their main "competitors" just so I can be as aware as possible of what is happening overall. I like to work on personal projects where I can experiment my interests in practice!

What and when did you learn recently? How?

- I feel like I'm learning every day, whereas if in my work or personal projects. To give a more precise example, I'm currently developing a mobile/progressive web application and I have a Senior Engineer as a mentor. He is not only a great colleague, but also a direction pointer. It has been an incredible way to work and practice real life situations outside of what I do in my work as well.

What are your favorite newsletters, blogs, and podcasts?

- There are many, but to point a few top ones on my list currently and overall (between blogs, twitter and just websites in general): [Hackr News](#) (I like it overall), [Unity](#) (gaming developer enthusiast), [Ionic](#) (being spending a lot of time in their docs), [Nginx](#) (enjoying learning more about server administration/dev ops), [Speedrun](#) (although not as active as a couple of years ago, I'm a game speed runner myself, so I still try to be involved in the community).

Please be as concrete as possible in your answers.

5. Landing Page

We are constantly working on exciting new projects. Some of them are more focused on content, while others are very visual, fun little landing pages.

We would like to implement the latter - a landing page project - with you so both of us can get an idea of what it's like to actually work together.

A couple of notes about the landing page project:

In the root folder of the project resources, you'll find a short movie mockup. This will give you a *rough* idea of how the end result should look like.

In case you have experience with "Sketch", feel free to use the included Sketch file as your basis. Alternatively, you'll also find PNG exports. (Both in the "designs" folder.)

You can get hold of images either by exporting them from the Sketch file or by finding the originals in the photos / logos / icons folders. Whenever it makes sense, please use SVG files.

If you've worked with the jQuery library before, please use it for this project. If you're more familiar with another JS library, feel free to use that.

Please implement a mobile/responsive design as you see fit.

If possible, do not use a CSS framework for this project and instead write vanilla CSS.

Don't worry about matching the exact fonts / typefaces.