GoLightpath.com

Site Architecture Document





GoLightpath.com Site Architecture Introduction

Introduction

This site architecture document outlines the design and planning of the new and improved GoLightpath.com. It includes rationale, content structure, navigation hierarchy, page outlines, and content topics for specified sections of the website.

The redesign of the site will be handled on a section by section basis, so this document will continue to grow in size and scope. However, our audience and goals will remain consistent throughout the build.

GoLightpath.com Site Architecture

Audience

Audience

The website will be designed to serve a varied set of audiences, prospects and current customers alike. Specifically, we'll target this website toward:

Prospects

Segments

Attention will focus primarily on **Enterprise and Mid-Market** businesses with broad telecom needs. This doesn't exclude for Lower-Mid Market sized companies, however the website won't be geared for them specifically.

Industries

We suggest to focus on verticals with the greatest potential for revenue growth, and where Lightpath has the most compelling and competitive story to tell. This group includes: **Healthcare, Education, Finance, Government, Media, Real Estate**. It is not our intention to call out every possible vertical (ex Engineering), especially if our story to tell is thin and ordinary. We'll look to Lightpath for insights on industries to prioritize, solutions for them, key benefits and details.

Customers

Stats show a healthy number of visitors to the site are current customers. Currently they are bypassing our external messaging and targeting the log-in areas to do their business. That's OK, but there is significant customer traffic and we want to take the opportunity to order to inform, retain, and cross-sell them additional services and gain a greater share of their business telecom dollar.

Lightpath Sales and Partners

With 60+ salespeople and a robust partner network, we aim to build a site that can serve as a valuable selling tool. One that contains consistently up-to-date product and services details, and serves up a steady diet of leads.



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Key Goals

The overall purpose of this website is to inform, educate, and drive demand for Lightpath products and services, while advancing the Lightpath brand.

Site goals represent FVM thinking based on what we've learned through brand discovery, and through user behaviors as understood through site analytics. These goals are fluid, as Lightpath has not yet weighed in as to what they expect the site to contribute to their business.

- Provide visitors with consistently up-to-date details and information around Lightpath products and services, promotions, bundles and offers.
- Support external paid marketing campaigns, allowing the site to serve as the destination for our demand generation efforts (ex/ Hosted Voice).
- Create a far better user experience by quickly and credibly serving the immediate and ongoing needs of our core audiences of Customer, Prospects, Sales/Partners.
- Advance the Lightpath brand so that all visitors clearly understand Lightpath's value proposition and key differentiators.

Navigation

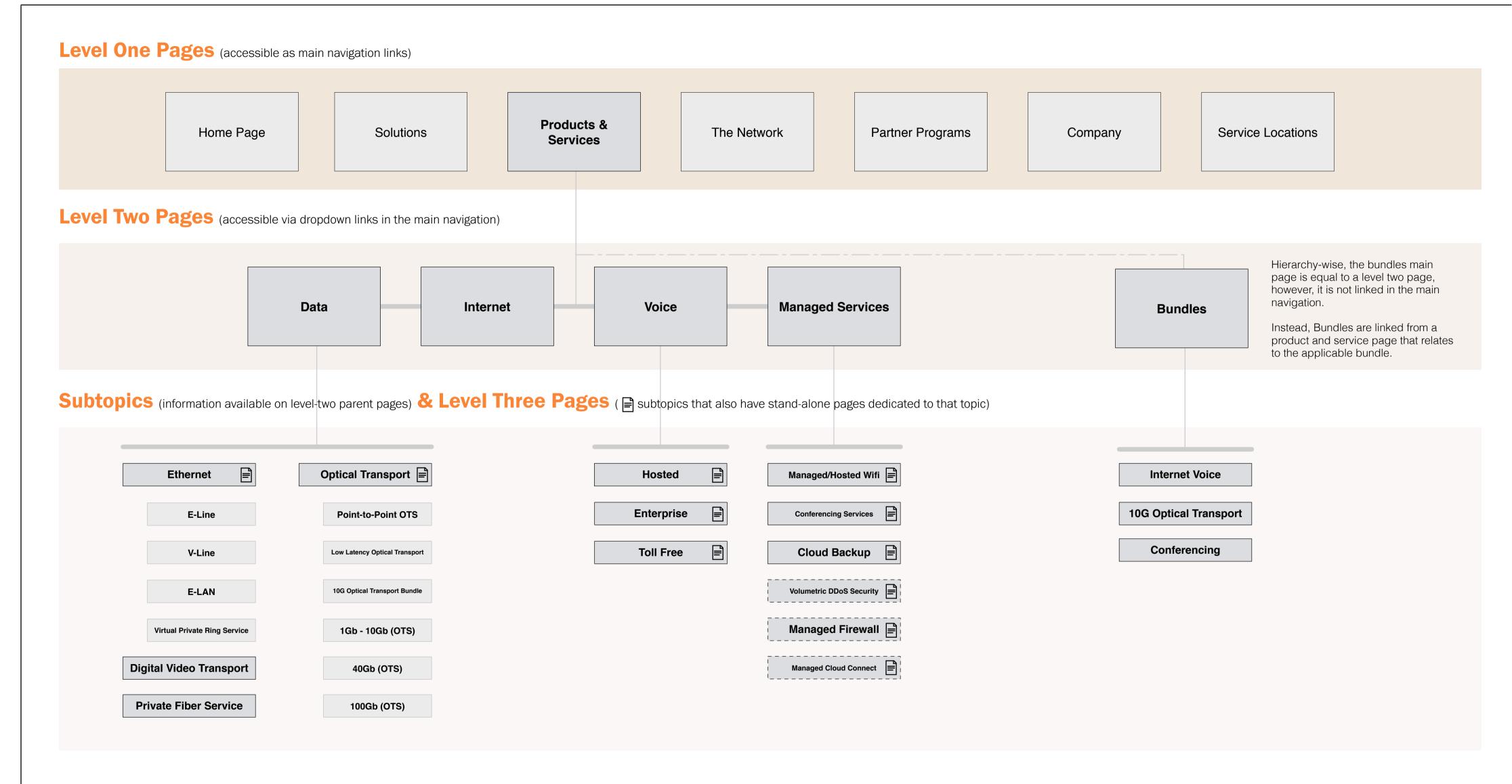
Menu and Page Heirarchy





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Navigation » Levels



Page 6 of 10

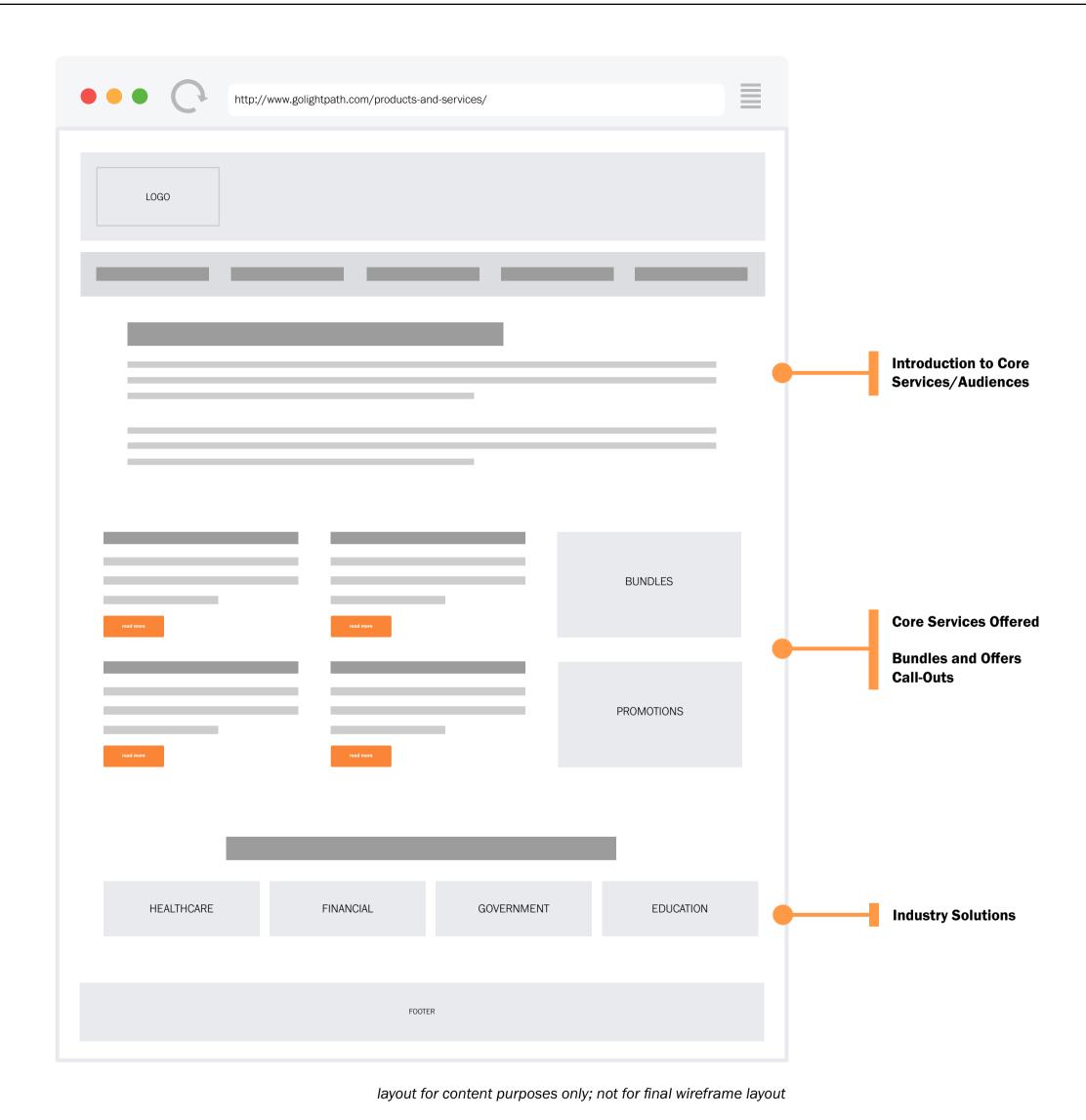


Page Wireframes

Content Outlines, Key Points, and Page Layout

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Products & Services



Level One Pages: Products & Services

This page will outline the core services that Lightpath offers to medium sized and enterprise businesses, offering visitors clear paths forward to access the products and services that suit their needs while advancing the Lightpath brand.

This page will serve as both a destination for both paid and unpaid (SEO) marketing efforts, and highlight current offers and bundles.

Content Outline and Key Points:

Introduction to Core Services/Audiences

- Products and services for Enterprises and Medium-sized business across all verticals
- 8,000 lit buildings in tri-state area/link to Service Location map
- 100% fiber-optic network
- Reliable, personal service

Core Services offered

- Data
- Internet
- Voice
- Managed Services

Bundles and Offers Call-Outs

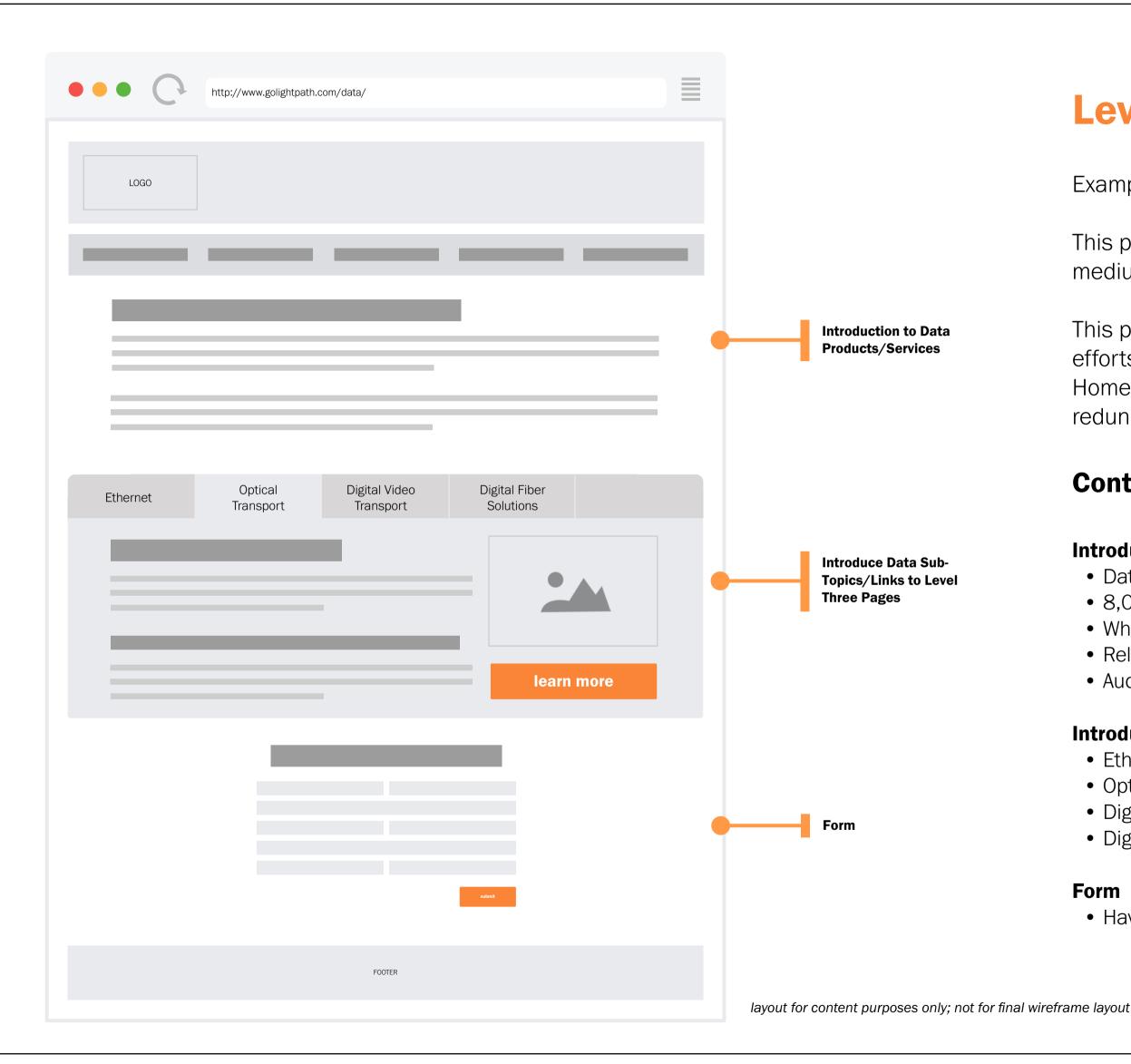
- IVB
- 10G OTS
- 3-months Free

Industry Solutions

- Introduce vertical solutions
- List and link to specific pages for Healthcare, Finance, Government, Education, Real Estate, Media



GoLightpath.com Site Architecture Data Page



Level Two Pages: Data Page

Example: https://golightpath.com/hosted-voice

This page will introduce the Data products and services that Lightpath offers to medium sized and enterprise businesses.

This page can serve as both a destination for both paid and unpaid (SEO) marketing efforts. We should expect visitors to arrive here without first arriving on Lightpath Home or Level 1 Products/Services page. Some brand-level information may seem redundant, but is necessary.

Content Outline and Key Points:

Introduction to Data

- Data solutions for Enterprises and Medium-sized business across all verticals
- 8,000 lit buildings in tri-state area shows coverage
- What 100% fiber-optic network means for Data transport
- Reliable, personal service
- Audience clues, key verticals highlighted such as Finance, Media, Healthcare

Introduce Data Sub-topics/Links to Level Three pages

- Ethernet brief intro
- Optical Transport brief intro
- Digital Video Transport brief intro
- Digital Fiber Solutions brief intro

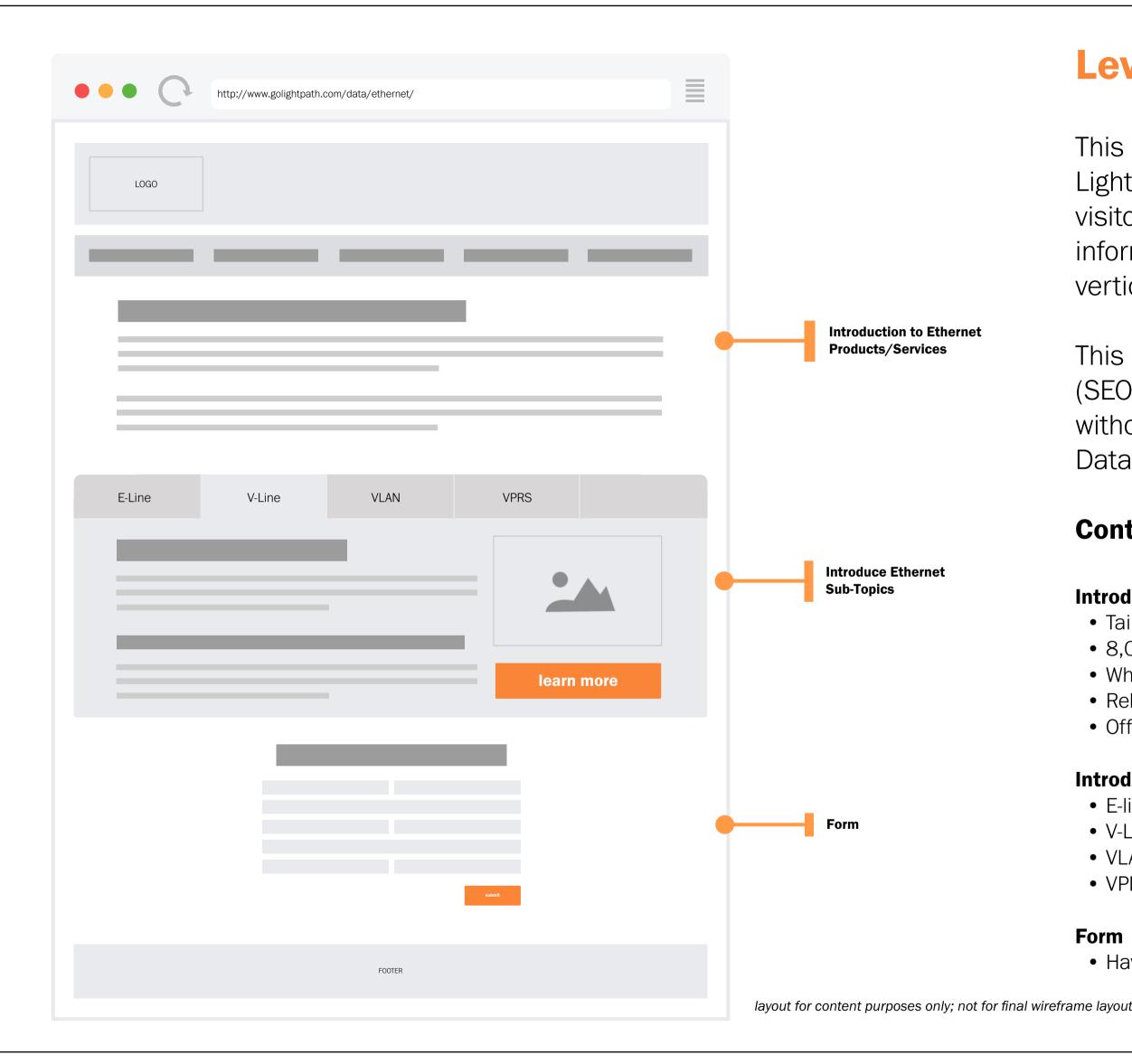
Form

• Have a Lightpath Rep contact me today





GoLightpath.com Site Architecture Ethernet Page



Level Three Pages: Ethernet Page

This page will introduce the Ethernet sub-products and services that Lightpath offers to medium sized and enterprise businesses, offering visitors clear paths forward to access the specific Ethernet information to suit their company needs, while guiding prioritized verticals to the appropriate product.

This page can serve as both a destination for both paid and unpaid (SEO) marketing efforts. We should expect visitors to arrive here without first arriving on Lightpath Home, L1 Products/Services or L2 Data page.

Content Outline and Key Points:

Introduction to Ethernet Products/Services

- Tailored solutions for Enterprises and Medium-sized business across all verticals
- 8,000 lit buildings in tri-state area shows coverage
- What Metro Ethernet and 100% fiber-optic network means for data transport
- Reliable, personal service
- Offer audience clues around usage ("best for")

Introduce Ethernet Sub-Topics (tabs)

- E-line technical details + schematic, features/benefits, usage, content
- V-Line technical details + schematic, features/benefits, usage, content
- VLAN technical details + schematic, features/benefits, usage, content
- VPRS technical details + schematic, features/benefits, usage, content

Form

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