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## Observations On *123shoot.com* And Improvement Suggestion

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My team and I visit your website quite frequently and the content you post has been helpful to us.

Based on my observations I wanted to propose some revision to the website so that more people are able to reach your content and benefit from the same.

Here I have first documented about the webinar signups with my implementation ideas and then sitewide suggestions based on three main categories.



# Use case along with implementation ideas for - Webinars Signup And Content

## Goals

Increase the outreach through website.

Improve accessibility of content for returning visitors.

Get more new visitors through greater visibility of content.

## Suggestions areas

Visual design

UI/UX

Information architecture

## Current User Scenario (as per my experience)

The information about new webinars was shared only on social media, but not on the website. There's a scope to **increase the outreach** by sharing the same on the website too.

Old content is buried. Like, to access your wonderful google analytics webinar, I had to do some extra work. It should be easily **accessible for returning visitors** though some content categorization.

A signup button on the website will help **get more new visitors**. Since there's already a signup page it can be utilized for the webinar.

You have added a writeup about the new webinar on social channels. If the same is done on the website, signup page, that will definitely be **good for SEO**.

Below are some suggestions how we can work on achieving this goal

# Case 1

## Increasing outreach through homepage

**SENSORY PACKAGE LIVE WEBINAR** September 15, 2016 *1 day and 20 hours left* **SIGN UP**

CREATIVE COMMUNICATION GROUP

HOME ABOUT SERVICES PORTFOLIO RESOURCES

WELCOME

TAKE A Creative Break

A bridge that connects one division of a corporation with another - improving inner-company communications.

FRESH IDEAS COMPELLING DESIGN  
ENGAGING WEBSITES  
CUSTOM CREATIVE  
SMART & COOL MARKETING  
SOCIAL MEDIA STRATEGIES  
THIS IS WHAT WE'RE ALL ABOUT  
YOU'RE IN THE RIGHT PLACE IF YOU ARE READY TO:

Reinvent your company  
Launch a new product  
Just check out what's new at RPS

Blogs  
Webinars  
Events

**BLOGS & WEBINARS**

RECENT BLOGS

Lessons from an EMyth Coach SERVICES  
31st AUGUST 2016  
MARKETING  
EMyth Business Coaching Q-and-A With Amanda Sutt - Part 2  
A sensory package is the combined look, feel, sound, smell, and taste of your business and the products or services you have to offer. Check out how are you perceived...

How are you perceived? WEBINAR  
10th JUNE 2016  
MARKETING  
The Sensory Experience: Making Your Brand Appeal to All 5 Senses  
You need to know what messages are sticking with them, as well as what's not, and Google has a handy tool to help you discover that and more at Rock Paper Scissors.

Case Study Aug 2016 CASE STUDY  
5TH APRIL 2016  
UNCATEGORISED  
Case Study: Boyce Design & Contracting - Brand Refresh & Marketing Support  
It's hard not to find these terms thrown around in a blog post or on social media, but assumptions are being made that everyone knows the difference between the two. What do these terms really mean?

SEE ALL >

1 SIGNUP NOTIFY BAR

This will prompt the users/visitors to signup for the webinars. It will lead them to the signup page.

2 The different type of content categories - blogs, webinars, events can be clubbed as one menu option - 'Resources'.

3

Showing recent blogs on the home page will increase the outreach of the content. 3 blog titles is an optimal number of choice to make users pick a topic to read.

4 TO BLOG PAGE  
This will connect the blog page to this section.

## Case 2

# Improved accessibility on blog page

**BREADCRUMBS**  
To show where user lies in heirarchy

HOME ABOUT SERVICES PORTFOLIO RESOURCES ▶

CONTACT

HOME > RESOURCES > BLOGS > ALL

**1**

**2** CATEGORY TAG  
Adding category tags will help users deifferentiate the type of content as the content will be mixed according to the date added.

**3** CATEGORIES  
Fewer categories will make the content more accessible and manageable. Example, combining News from RPS, RPS on streets, Press releases, Fun) to RPS NEWS FEED.

**4** FILTERS  
These filters will help sort the content for enhanced accesibility and interaction.

**5** BLOG DATE & SHORT DESCRIPTION  
A small script will give users a breif of the blog post and this along with the category tag will help users decide whether they would like to read it in detail.

**6** LIVE WEBINAR INFORMATION  
More people will sign up if webinar information is advertised more and more. Adding information here will not hamper user's interaction with the content

CREATIVE COMMUNICATION GROUP

ALL >

DESIGN

IN THE SPOTLIGHT

MARKETING

RPS NEWS FEED

PR

PRODUCT REVIEWS

SERVICES

SOCIAL MEDIA

VIDEO SOLUTIONS

WEB DEVELOPMENT

VIEW BLOGS AS

Trending

Webinars

Members

LESSONS FROM AN EMyth COACH  
featuring Amanda Sutt

**09**  
SEPTEMBER 2016

EMyth was founded on the simple concept that most businesses aren't started by business-minded people, but rather passionate individuals that have a product or service to offer and know how to do things better than or more uniquely than others can...

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MARKETING

How are you perceived?

**31**  
AUGUST 2016

Know the look, feel, sound, smell, and taste of your business and the products or services you have to offer. Check out how are you perceived...

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CASE STUDY

Case Study Aug 2016

Case No. 02906

**23**  
AUGUST 2016

The Gwinnett Chamber of Commerce contact for brand update that reflected the exquisite living spaces they create, as well as marketing support...

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MARKETING

Marketing makeover For Nonprofits

**16**  
AUGUST 2016

Take a look on our presentation to help nonprofit leaders better understand branding & marketing

Read More

MARKETING

10 of our favorite things about...  
GOOGLE ANALYTICS

**20**  
JULY 2016

When you're making plans to improve your website, it helps to know how current visitors got there. You need to know what messages are sticking with them, as well as what's not, and Google has a handy tool to help you discover that and more!

Google Analytics is a free service that happens to be one of our favorite marketing tools here at Rock Paper Scissors. Know our 10 top facts and about Google Analytics

Read More

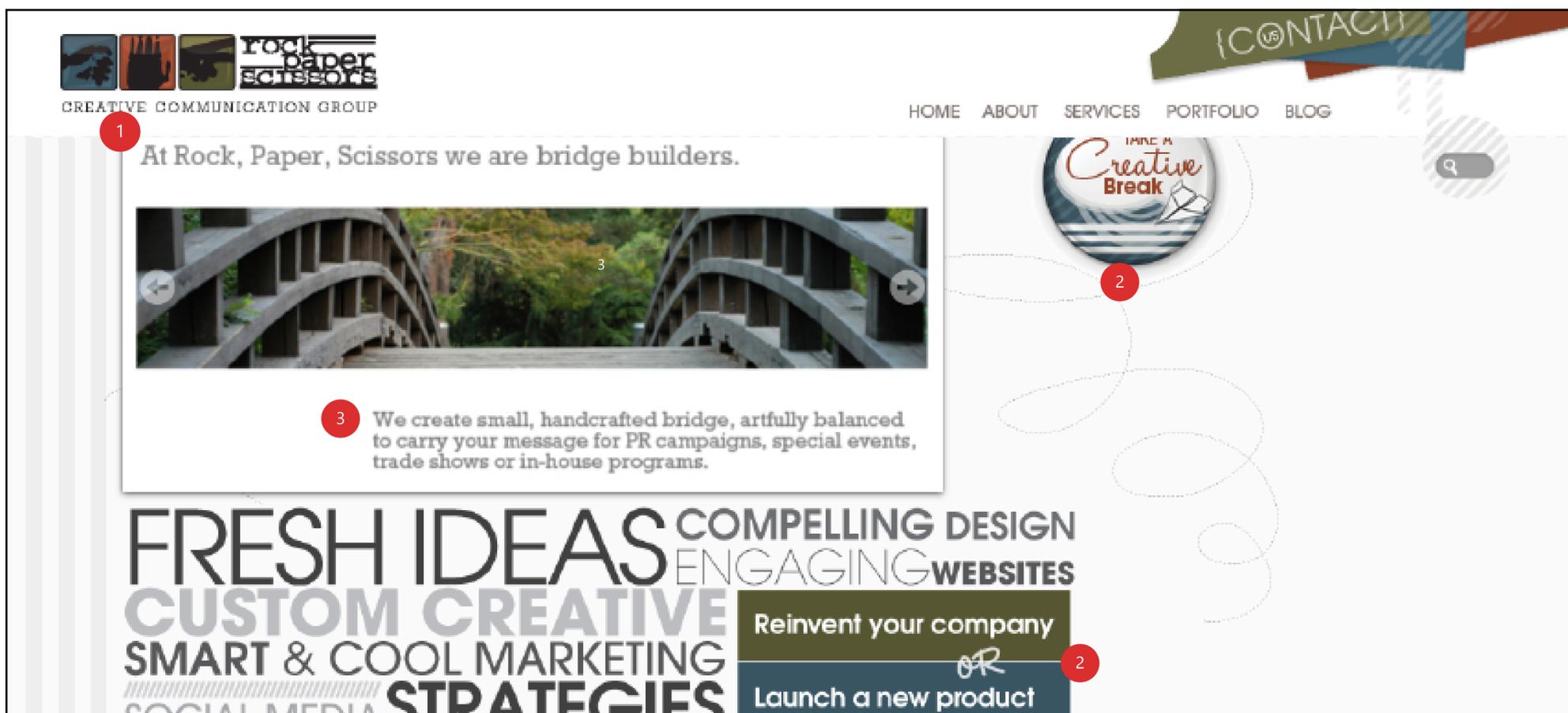
VISIT SENSORY PACKAGE LIVE WEBINAR  
on 23rd August 2016, Tuesday

LOAD MORE

Website suggestions based on three main categories

# 1. Based On Visual Design

Home page <http://www.123shoot.com/>



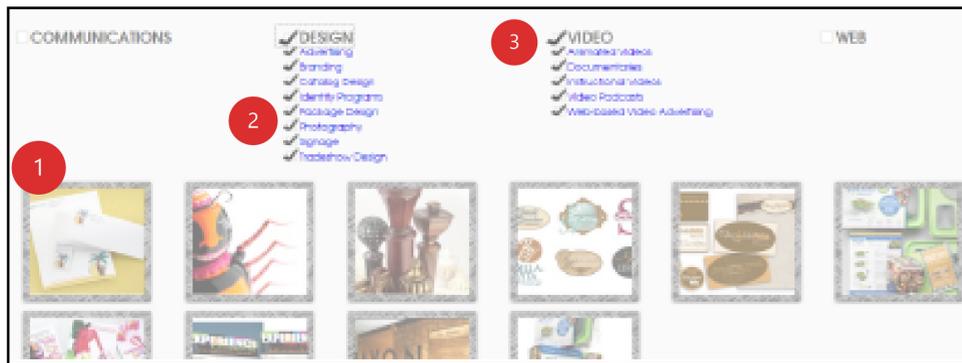
1. The beginning of the website uses taglines and the metaphors to communicate about the company which is great though an additional big, bold headline that tells directly what the company does would make it easy for the users to understand at a glance.
2. 'Take a creative break' badge and 3 button options (reinvent your company, launch a new product and just check out what's new at RPS) look like a part of the graphics and users might not click on it. We can check using google analytivcs if these are getting clicked.
3. The content embedded in the image will be useful for SEO if it was added using html.

## UI/UX SUGGESTIONS HERE

'Reinvent your company' & 'Launch a new product' options lead to blank pages.

## Portfolio page

<http://www.123shoot.com/portfolio/>



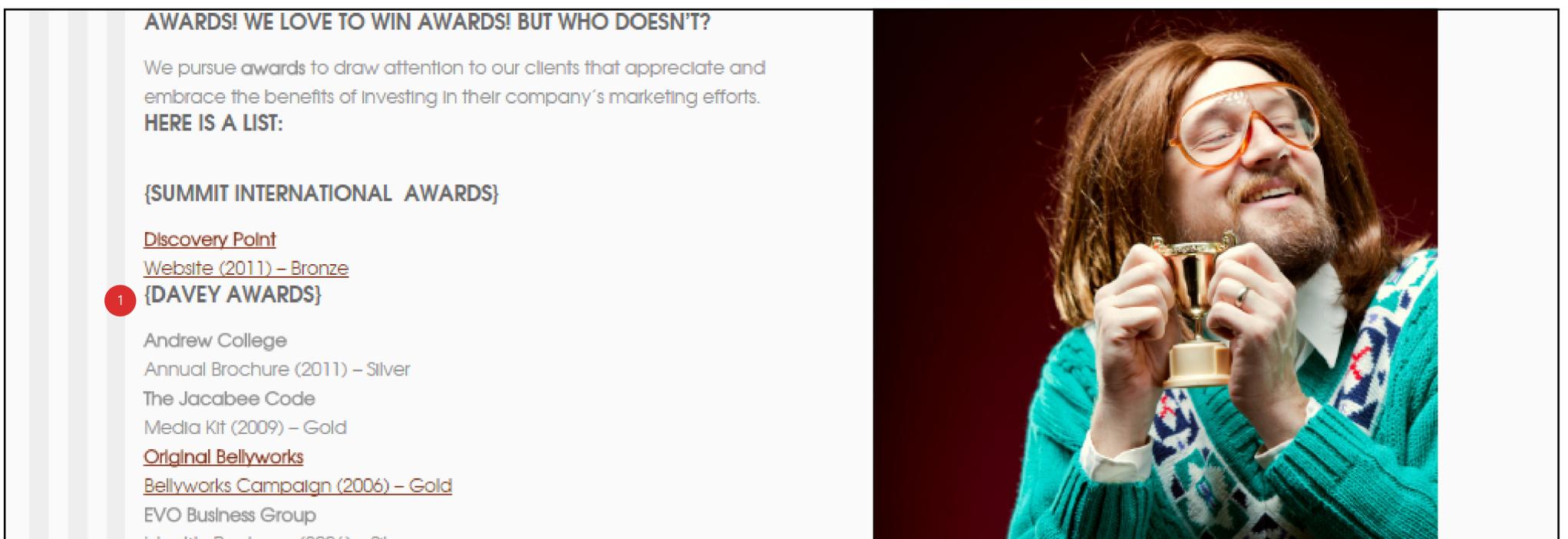
1. On the portfolio page, the checkboxes filter out the portfolios according to the categories, it would help users to know which portfolio belongs to which category if a small title along with the category is mentioned here.
2. Some key portfolios can be introduced on the homepage as a showcase. For many customers the first thing they want to see is the previous work.



3. Some filters with one or more checkboxes doesn't display respective portfolios. If user selected 'Design' and then 'Video', then only 'Design' portfolios are shown.
4. Like in image, If user unselects 'Design' and then select 'Video', this does not display any portfolio.

## About page

<http://www.123shoot.com/about-us/awards/>



1. The awards page can be made to look super cool if pictures of award trophies are used here. It will also build a greater credibility among the users.

# 2. Based On UI/UX

## About page



<http://www.123shoot.com/about-us/>

1. The visual graphics are looking good and they can be organized differently to enhance the usability of the page. To switch from 'something about us' to 'meet our team' and other sections of about us, user needs to scroll up and down to do that.



<http://www.123shoot.com/about-us/team/>

2. On team page, one of the bio, Catherine Chrisman seems broken. There could be two possibilities:

Either she is new & was added to team page but the system didn't prompt for detailed bio page. Or, she left and her entry wasn't completely deleted from the system. The system automation and workflows can be improved.

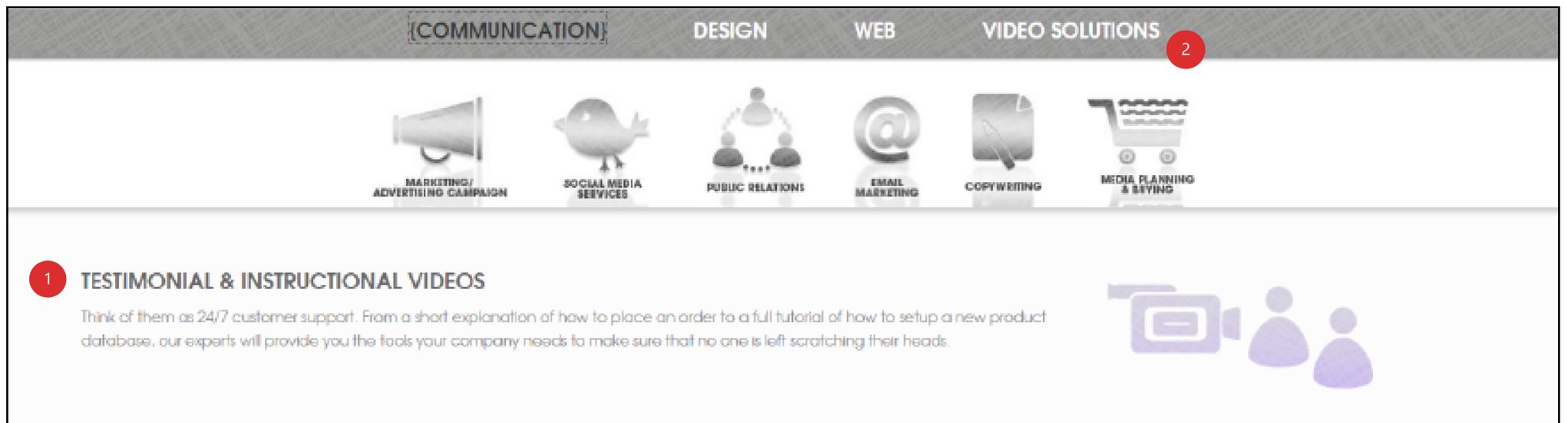


<http://www.123shoot.com/about-us/team/catherine-chrisman/>

3. An error page always redirects to the homepage. It would be great if user has the ability to go to the previously visited page also.

## Services page

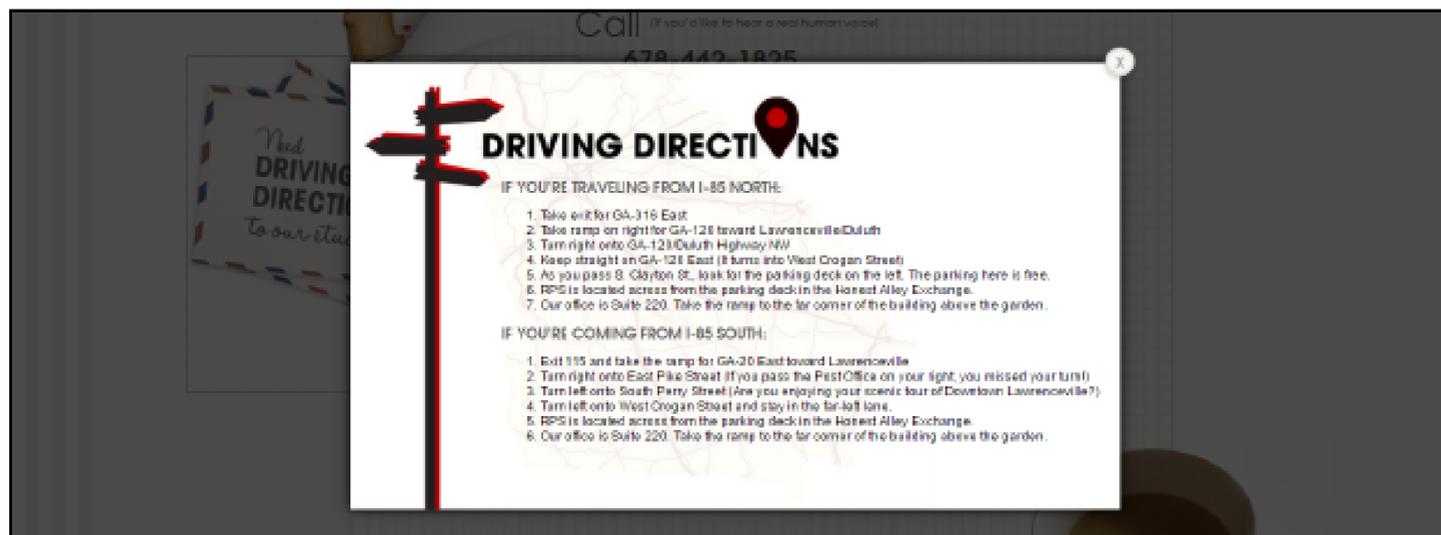
<http://www.123shoot.com/services/#/services/testimonial-instructional-videos/>



1. Users will find it useful if along with 'TESTIMONIAL & INSTRUCTIONAL VIDEOS' headline, its main type which is 'VIDEO SOLUTIONS' is also written because if users change the main type, say, to COMMUNICATION, then the users wouldn't know which main type does 'TESTIMONIAL & INSTRUCTIONAL VIDEOS' belong to. We can think of a different way of representing this page without confusion in main service type and its subtypes + content.
2. Inside VIDEO SOLUTIONS for DOCUMENTARIES, ANIMATED VIDEOS, TESTIMONIALS & INSTRUCTIONAL VIDEOS, no portfolio is attached; is it because the portfolios got missed for this? In that case the process of linking portfolio can be automated. But if there's no work to show for these categories then these services could be shown as something additional you can do for your customers. Maybe saying "We have new services for our customers" this way users won't feel like there was no work done in this field. And the credibility will be maintained.

## Contact Page

<http://www.123shoot.com/contact-us/>



The directions in the contact page is really thoughtful and it can be enhanced using google maps.

Viewing the google map will be more user friendly as the navigation and route can be viewed from anywhere.

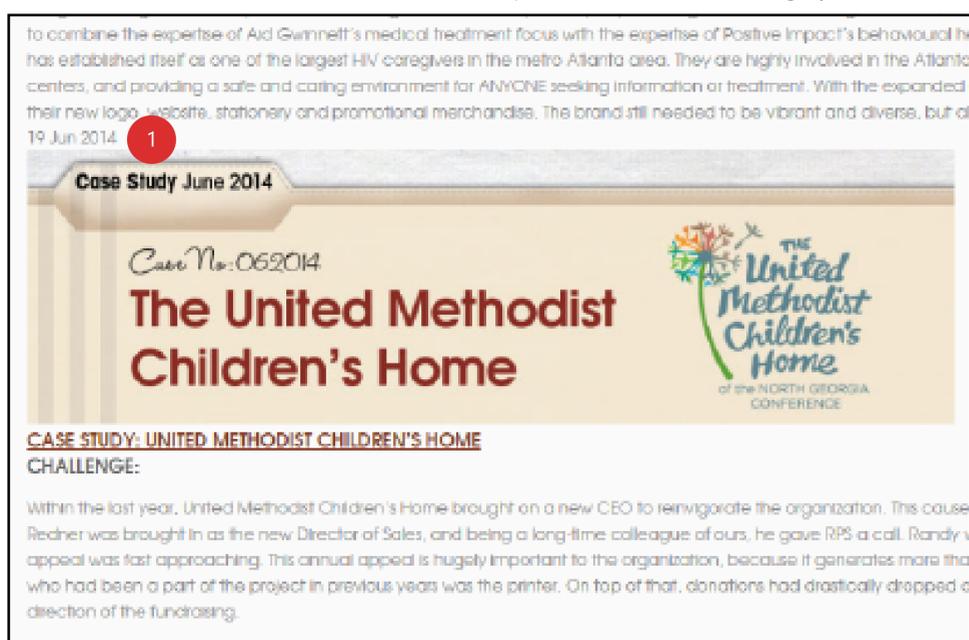
# 3. Based On Information Architecture

**Service page** <http://www.123shoot.com/services/>



1. This part takes up a lot of real estate. If this is not functional, it can be removed.
2. Viewing the content for a particular service needs many clicks. It can be reduced by changing the layout and information architecture

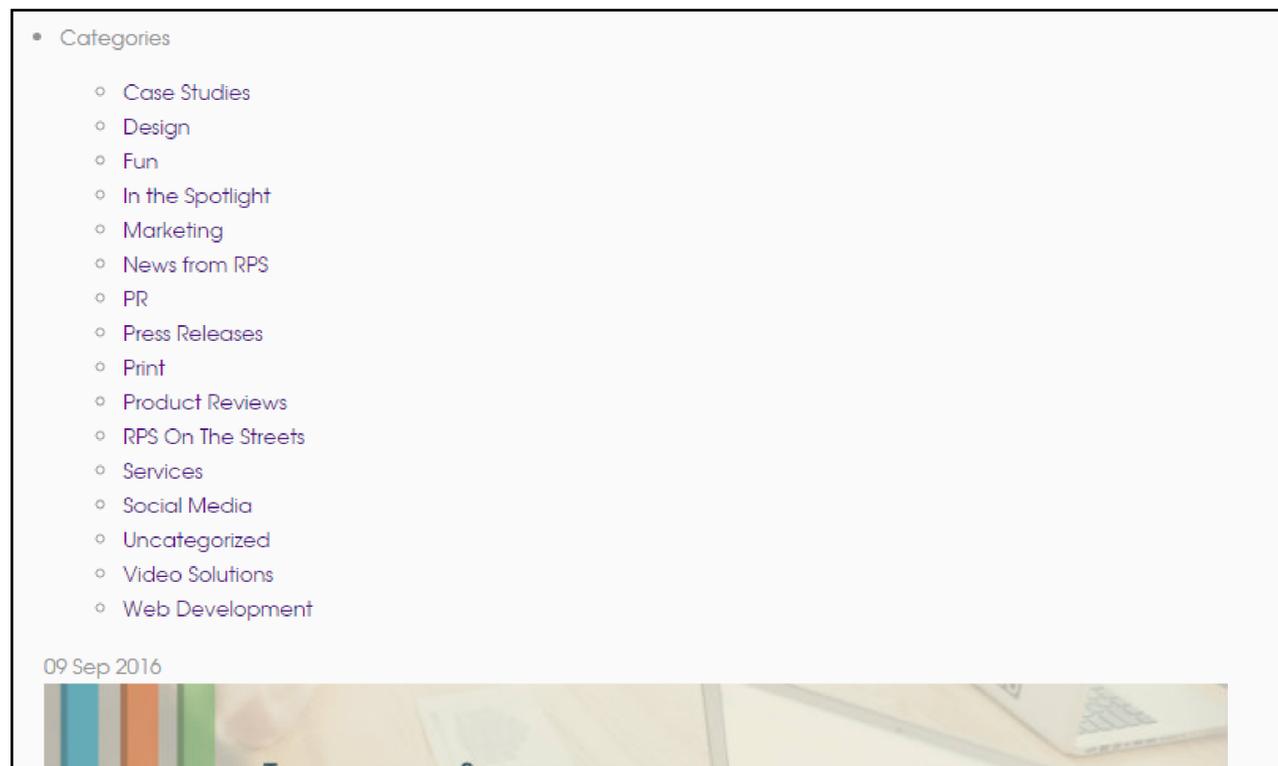
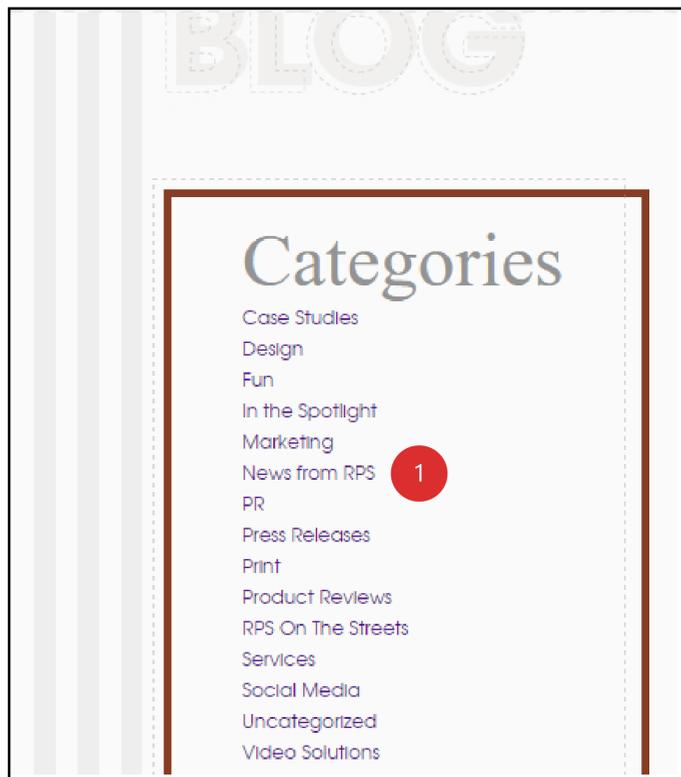
<http://www.123shoot.com/category/case-studies/>



1. A distinct division between the blogs will help users know where one blog ends and another starts. Currently it gets mixed.

## Blog page

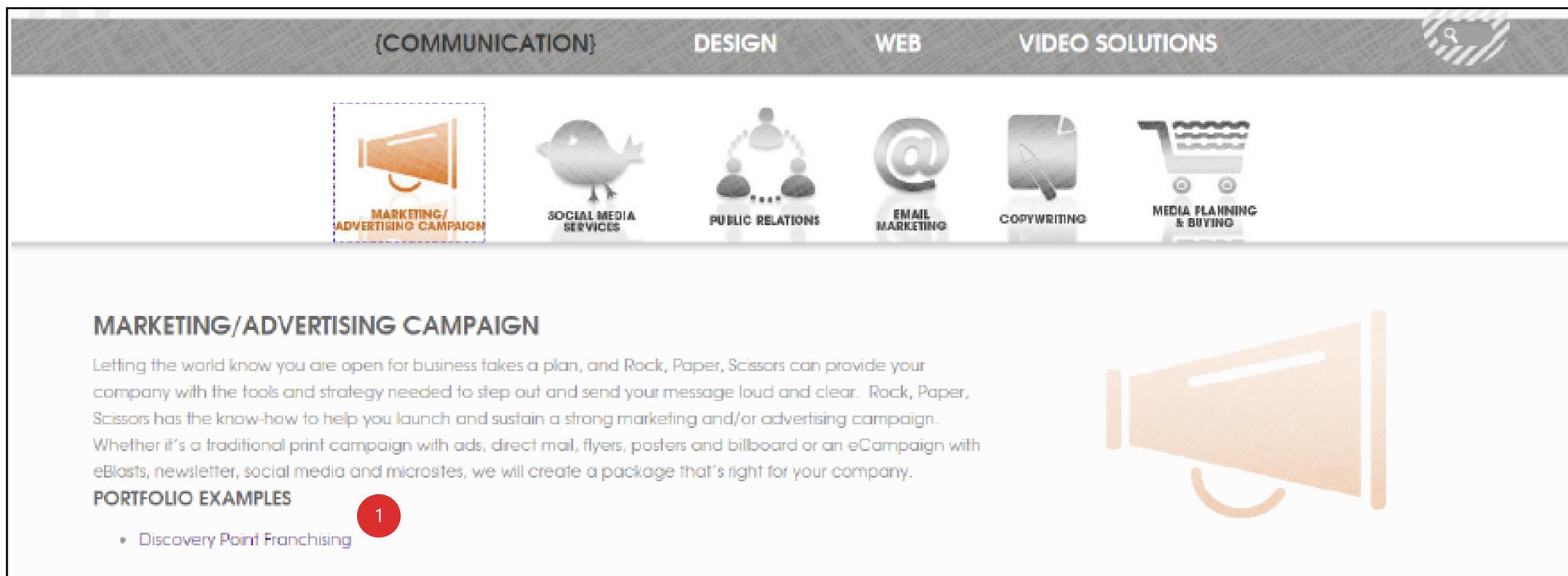
<http://www.123shoot.com/category/news-from-rps/>



1. Landing on blog page shows categories like in the left image. But clicking on a category like, News from RPS, pushes the blog post below (right image) and the way categories are presented.

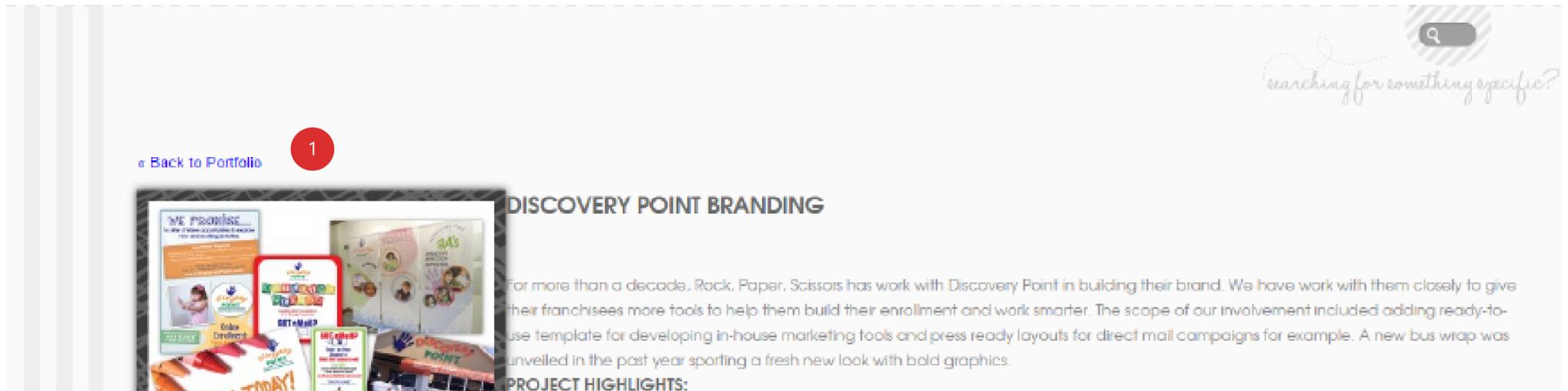
## Service page

<http://www.123shoot.com/services/#/services/marketing-and-advertising-campaign/>



1. Only the older portfolio is linked to the service pages. Linking latest portfolio will be great as users can see the latest work. This can be automated, so whenever a new portfolio is added, it gets linked to its respective service category.

## Services > Communication > Marketing and Advertising campaign > Discovery point franchising



1. After viewing the portfolio from a service page, users will find it useful to go back to the same service page (where they came from) instead of portfolio page.

## Home page <http://www.123shoot.com/>



1. Since 'FTP Rock' and 'Business Center' links take users to blank/broken page, it would be good from SEO perspective to remove these links till the pages are active.