

Personal Observations on Data

Note: This is based on the GA data I've gathered from the past 7, 30, and 90 days from 9/25/20. Image is not included because of size, but should be referenced to for these observations.

Improvement Observations

- Consistent short session duration and high bounce rate (-)
 - **Opportunity: Keep users retained on page through effective templates and styles, giving them info they are looking for easily**
- Top pageviews are consistently blog pages, with some exceptions
 - **Opportunity: Capitalize off of these blog pages, by finding ways to convert and/or funnel users to the rest of the site**
- From the blog pages, most traffic travels to another blog page
 - **Opportunity: Similar to the previous bullet, capitalize off the blog pages by finding ways to convert and/or funnel users to the rest of the site**
- Later interactions actually go to pages that are relevant to the funnel (i.e facilities, our story, insurance information), but the sessions are very, very low
 - **Opportunity: Create a better user experience for users that travel through the site, and/or increase the amount of users traveling through site by defining the funnel (CTAs to another section)**
- Highest, consistent amount of users are midweek 8am - 2pm
 - **Opportunity: Targeting CTAs around this time period**
- User retention is low (1.3% after 1 week, 0.3% after 2 weeks)
 - **Opportunity: Get users to come back to site by establishing a good user experience, OR create more conversions**

Positive Observations

- Majority of traffic is organic search (+)
- Steady active users (+)

Misc (neutral)

- Surprisingly large amount of traffic from South Africa
- Majority of traffic is mobile (64-70%), and 28-33% desktop

Competitive Analysis deep dive

<https://www.addictioncenter.com/>

- Interesting separation between alcohol and drugs
- Nav: Find, Alcohol, Drugs, Treatment, Community, Search
- Style feels older (-)
- Lots of number CTAs, especially call me later (+)
- Really solid templates (+)
- Some visual bugs (-)

- Total Score: 193

<https://www.recoveryconnection.com/>

- Highly stylized
- Some visual bugs (-)
- Nav and footer seem nonoptimal
- Nav: Substance Abuse Statistics by State, Addiction Recovery Blog, Contact Us, Addiction Recovery Guides, Family Medical Leave Act (-)
- Blogs don't utilize byline well (-)
- Same hero picture on each main nav element (-)
- Family Medical Leave Act nav element is a little confusing/misleading (-)
- Total Score: 198

<https://www.acadiahealthcare.com/>

- Very professional site, very medically-oriented
- Good navigation items on the homepage
- Nav: Our Organization, Our Treatment Network, Your Integrative Care, Investors Your Career
- Interesting nav menu, can't click on it, only submenu items
- Treatment Network functionality is astounding (+)
- Total Score: 143 (lowest)

<https://vertavahealth.com/>

- Fun style, very round
- A+ videography
- Nav: For Individuals, Partners, About Vertava Health, Resources, Blog, Contact Us
- Lots of well-placed CTAs (+)
- Broken link in Partners (-)
- Footer looks disproportionate (-)
- Resources are just links (-)
- Blog lacks byline completely on page (-)
- All blogs have the same hero image (-)
- Total Score: 163

<https://www.hazeldenbettyford.org/>

- Nav: Addiction, Treatment, Locations, Recovery, Education, Professionals, Blog, About Us, search
- Subnav: Thought for the Day, Insurance, FAQs, Events, Bookstore, Recovery Advocacy, Careers
- The nav has way too many elements, it's easy to get overwhelmed (-)
- Nav is very similar to AAC's
- Like that the nav separates subnav elements visually (+)
- Don't like clicking one doesn't bring you to a page (-)
- Slow link with clicking a tag in the blog (-)

- Blogs are the podcast
- Really good nav breakdown, but there's a lot of elements
- Doesn't utilize maps for locations like other sites (-)
- Total Score: 224 (Highest)

Treatment Solutions

- Strategy
 - Does the website seem to focus on the same primary business objective?
 - 10
 - Is the website targeting the same personas (audience) as ours?
 - 10
 - Is the website effective in guiding these personas through the user's journey?
 - 7
 - Feels general, and not a lot of focus on the user journey
 - CTAs are forced on most pages
 - Does the website seem to have a well-planned out strategy behind it?
 - 8
 - There is structure, and that structure is good. In terms of where the user goes, it goes back to the forced CTAs and somewhat lack of one
 - Overall, does the website seem to be effective in achieving the primary objective?
 - 6
 - Unfortunately, the calls and VOBs that are populated in every page are lackluster. As a first-time-user, I have no intention of using them, and this can be reflected with low conversion rate
- UX
 - Did you have a positive and memorable user experience?
 - 6
 - Text was somewhat small to read, especially in areas with lots of text
 - Not a lot of whitespace utilized
 - CTAs are not well stylized, and placed in unexpected areas
 - Inconsistencies
 - Few problems with Accessibility
 - Was the website well organized? Was it easy to find the desired information?
 - 9
 - Navigation is grouped well to separate main categories
 - Search is also there, and it works especially well for the blog pages
 - Was it easy to interact with and complete the desired tasks?
 - 8
 - If the user wanted to submit a VOB, I don't see any issues with it. The lack of motivation, however, would be the issue
 - Also, for the quizzes on Resources, I would reevaluate the bullets and the way it reloads.
 - Was the content relevant, easy to read and to process?

- 5
 - As mentioned earlier, there's a lot of small, heavy text areas. Solution would be to break down content, add visual hierarchy, and add more whitespace
 - Overall, was the website helpful to completing your objective?
 - 5
 - Information is there, but has issues with presentation
 - Other than scattered VOBs and some call/contact us, doesn't quite have much to offer
- Creative
 - Did the company look credible, authentic and trustworthy?
 - 6
 - Homepage is generally a good indicator of the site, and the homepage for TS isn't quite doing what it needs to to look credible, authentic and trustworthy
 - The footer has accreditations which is a great plus, but some more branding and association with other services would boost this number by a lot
 - Were the messages effective and compelling? Did they resonate with you?
 - 5
 - Not a lot of people-oriented messaging, mostly descriptive information on addiction and services
 - Did the website engage you? Did you experience comforting feelings or emotions?
 - 6
 - Surprisingly low amount of images on this site
 - Not a lot of comforting imagery either -- Some copy will touch on it, but haven't seen a lot like "We're here for you"
 - Was it free of typos, grammatical mistakes and poorly written content?
 - 10
 - The content looks like it was written for people that specialize in this field.
 - I put a random paragraph into the hemingway app and it determined that the readability was for Post-graduate level. 2 of the 2 sentences are very hard to read.
 - Another example would be Grade 13, which isn't bad, but still pretty high.
 - Overall, was the design and presentation effective and convincing?
 - 6
 - Presentation definitely needs work, especially with imagery and accessibility.
- Technical
 - Was the website quick to load?
 - 10
 - Did the website work well on your mobile device? Tablet, Desktop etc.
 - 9

- Menu on mobile is not the best
 - Was it free of errors, glitches and bugs?
 - 9
 - Some of the Who Answers is inconsistent with other pages, bug on mobile menu with the who answers
 - Was the website free of broken links or dead-ends?
 - 8
 - Note that Sunrise, Oxford, Resolutions, and AdCare lead to outside pages
 - Quizzes reset page and lose placement
 - Broken link with adolescents
 - Overall, did you feel the website was built sound and was functioning well?
 - 9
 - It did feel like I wouldn't run into many issues, and I didn't while going through the site. There are small issues, but minor
- Marketing/PR
 - Have you come across this website in search engine results when searching?
 - 8
 - Pops up with treatment and solution(s), not sure if anything else but I wouldn't expect it to be
 - Have you seen any helpful/engaging information from this company on social media?
 - 6 / 8
 - 6 for treatment solutions alone, 8 for AAC
 - Have you ever received e-mails from this company? Were they informative and helpful?
 - -
 - Have you ever read their blog? Was it informative and helpful?
 - 8
 - Have you ever downloaded or subscribed to any of their content offers: rehab guides, etc.?
 - -
- Total: 174
 - In between lowest and highest
- Observations that align with this
 - Consistent short session duration and high bounce rate (-)
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Observations on Site Run-Through

- Homepage
 - Content gap on homepage
 - Really large spacing in CTA
 - VOB doesn't have a lot of context around it to be on the homepage + the style of it is lacking
 - Not a lot of context for the drug list following the VOB
- Global
 - Nav animation is slow and can be a hindrance to go through
 - Nav buttons are separated from the actual content section
 - Small search bar on top of screen
 - Icons of various sizes and colors that don't meet contrast
 - Footer buttons are very dark and interaction is hard to tell
- Article
 - Contact us takes up a whole column; the rest is whitespace, leaving a large gap where content can be utilized
 - Different VOB from the homepage
 - Feels like it's going in multiple directions with the different sections
 - Is it informational or is it trying to convert
- Insurance Pages
 - Are these the only insurances covered?
 - What if your insurance isn't covered?
- About
 - AAC = Treatment Solutions? May benefit from stronger branding to increase authority
- Resources
 - On click leads to a drug assessment quiz, which I wasn't expecting
- General
 - Can benefit from consistent typography styling
 - Can benefit from better breakdown of sections

User Flow

- TBD
- Land organically from search result -> Check another blog -> Leave site
- Land organically from search result -> Homepage -> Leave site
- Land organically from search result -> Insurance -> Leave site