



# The Content Man

The information you need to optimize your web content.

## A Content Optimization makeover

By The Content Man

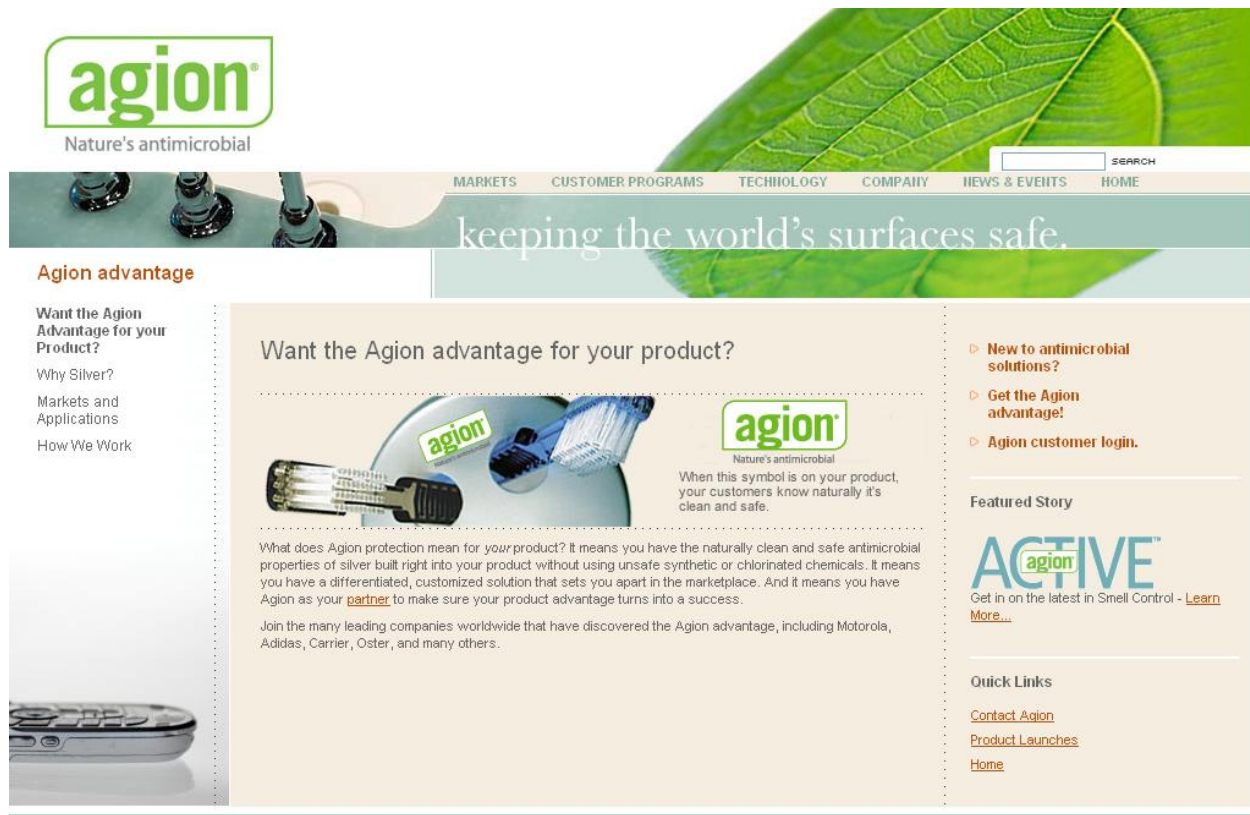
Let's look at how an actual company went about optimizing its content. This will be a simple before/after comparison. I won't go into all the principles of CO here, but I'll point out in general what we did and why.

### Before

This is what the website looked like in 2007. The Internet Wayback Machine can't retrieve the entire file, but you get the idea. It's pretty standard, with nav buttons across the top, a text block, and news links.

<a href="#">Home</a>	<a href="#">About</a>	<a href="#">Products</a>	<a href="#">Partners</a>	<a href="#">Resource Center</a>	<a href="#">Contact</a>
	<p>Nobody likes the thought of microbes collecting on their products – whether it's mold on the electronic appliances they use every day, or bacteria on the containers that hold the food and water they consume, or mildew on the clothes and shoes they wear. Now, there's a substance called AgION® antimicrobial, based on silver ions, that protects products from a broad spectrum of bacteria and keeps them clean for a long time.</p> <p>AgION experts work with industry leaders to incorporate this patented, safe technology into their products in order to protect them against the growth of odor-causing or threatening microbes ... and keep them clean for their users.</p>			<b>AgION IN THE NEWS...</b> <b>AgION developing its silver technology against viruses</b> <a href="#">Visit our European site for more.*</a>  01.30.07 - <a href="#">MicrobeGuard®'s Food Touch® Paper Liners Now Feature AgION® Antimicrobial Protection</a>  01.17.07 - <a href="#">Radio Interview With AgION CEO Stuart Patterson</a>  11.20.06 - <a href="#">BOSTIK, Inc. Expands Line of Floor Coatings with AgION® Antimicrobial</a>  <a href="#">more news...</a>	
*US regulations prevent us from publicizing laboratory results which may imply health claims.					
Copyright ©2006 AgION Technologies  If this is on it, millions of bacteria aren't.					

## After



This is the site after the overhaul. In addition to looking really nice, the website has these elements that all contribute to Content Optimization:

- **Tagline.** "Keeping the world's surfaces safe." Anchors the brand on every page.
- **Headline.** Asks a question with implied benefits; advances the sales cycle.
- **Tone.** The image is healthy, clean, sophisticated, fitting a company that provides silver-based coatings for health benefits on a wide range of products.
- **Small Agion sticker.** Like the "Intel Inside" label, this promotes the company brand and extends the benefits to the third-party company that incorporates Agion in their product.
- **Link list on left.** Acts as min-index of the section the visitor is in, with links to drill down further.
- **Links of interest on right.** Targets specific audiences who may want to drill down further.
- **Highlight product on right.** Introduces a new product with a "Learn more" link.
- **Quick Links bottom right.** Provides a few more common links.

Overall, note the active feeling and the many options for exploring that are offered the visitor. This is the essence of Content Optimization: creating an inviting, informative, rich experience.

## Credits

Writing: [The Content Man](#)

Design and Production: [Wakefly](#)