1   **Website content strategy**

Overview

2

3   The goal of this document is to drive alignment on our content strategy for the [Brand] website refresh. This SEO
4   and natural search-led content strategy supports the updated user experience, website architecture, audience-
5   specific experiences, and streamlines the maintenance of content.

1.   2023 Summary and learnings

6

7   The website has been successful at driving site engagement, but there are opportunities to optimize the site for
8   discoverability, scale, and for engaging priority merchant cohorts. The original website content strategy was
9   focused on introducing [Brand], educating merchants and Amazon Sellers about how it benefits their business, and
10 supporting merchants in the onboarding flow.

11 <u>Key wins and opportunities</u>
12 **The website has been successful at engaging merchants in four key areas**: *1) simple & intuitive design* with
13 average bounce rate of x% (-19% below benchmark), *2) compelling productive narrative* with X# average time on
14 site (+38 seconds above benchmark), *3) strong use/placement of signup CTAs* with x% CTR (in line with y%
15 benchmark), and *4) mobile-friendly design* with x% mobile bounce rate (y% lower than benchmark).

16 **The primary opportunity for Project Refresh is to drive a higher volume of traffic and create more personalized**
17 **experiences for different customers through the website.** As the business evolves, the one-size-fits-all approach
18 to content doesn't account for the needs of different users: prospective customers, existing customers, merchant
19 cohorts (Enterprise vs. SMB), or other audiences like Partners and Shoppers. We've seen declining traffic MoM
20 since January's [Brand] GA announcement. We attribute this decline to 1) the typical decline in visits days after a
21 major announcement, 2) a limited number of web pages for search engines to index and rank, and 3) the
22 inconsistent usage of priority keywords across pages required to attract natural search traffic. The table below
23 outlines the declines in key metrics post-GA (Feb-May 23), and the impact that campaigns and high-velocity events
24 (Prime Day - Jul, Accelerate - Sep) have on site traffic. *(real numbers removed)*

Date range	Unique visitors (UVs)	Paid search	Natural search	Direct	Referral	Avg. time on site	Bounce rate	Signup clicks
Feb-Mar	x	x	x	x	x	x	x	x
Apr-May	x	x	x	x	x	x	x	x
Difference	y	y	y	y	y	y	y	y
4-month totals	x	x	x	x	x	x	x	x
Jun-Jul	x	x	x	x	x	x	x	x
Aug-Sep	x	x	x	x	x	x	x	x
Difference	y	y	y	y	y	y	y	y
4-month totals	x	x	x	x	x	x	x	x

25

26 Traffic spikes naturally occur with big campaigns and announcements. Marketing around Prime Day resulted in
27 higher UVs [avg. monthly change in UVs during Jun-Jul was x% versus y% during Feb-May] and drove more
28 engagement [avg. monthly change in Page Views during Jun-Jul was x% vs. -y% during Feb-May]. Similarly, data
29 from Aug-Sep confirms that tying [Brand] to events such as Accelerate can have a positive impact on driving web
30 visitors [UVs in Aug-Sep captured x% of total UVs in Feb-May], and boost the time users spend on the website [avg.

31 time on site for Aug-Sep was +23-seconds than Feb-May]. Relying on campaigns to achieve our website goals (see
32 section 2) is not sustainable.

33 Next steps
34 Based on learnings from 2023, there are six content improvement opportunities for Project Refresh: 1) migrating
35 to a new CMS, 2) driving discoverability by optimizing for SEO, 3) personalizing and testing content to increase
36 engagement with more audience segments (ENT, key verticals), 4) improving engagement opportunities beyond
37 "sign up" by expanding the types of CTAs (subscribe, register), 5) driving higher consideration by using more visual
38 content (videos, infographics, motion design), and 6) improving content attribution using UTM parameters. See
39 Sections 4 (Content opportunities), 5 (SEO), and 6 (Content system & Navigation) for the key focus areas of our
40 content strategy.

2. 2024 Objectives & Goals

41
42 Objectives
43 The content strategy for Project Refresh has three objectives: 1) create a [Brand] destination that drives merchant
44 demand and self-service consideration (journey in Appendix 1), 2) acquire new customers and encourage unit-
45 driving behavior among existing customers and partners through educational content (knowledge center, blog)
46 surrounding new features (Bob, APIs), and 3) drive unit sales by showcasing merchants' [Brand] products on the
47 Shopper hub, while helping shoppers understand how they can get the Prime shopping experience beyond
48 Amazon.com.
49
50 Goals
51 This content strategy aligns with the goals of Project Refresh and our integrated T1 GTM campaigns by helping to
52 drive MALs and shopper units, increasing the volume and diversity (esp. enterprise prospects) of web visitors,
53 growing the partner community, increasing signup conversion rates, and growing natural search traffic. As a critical
54 component of our cross-channel* inbound marketing strategy, natural search is a primary focus for achieving our
55 2024 growth goals. Using H1 2023 data as a baseline, there are four areas of focus to attract and convert "free"
56 traffic to the site:

Focus area	Goal
Build awareness. Increase site traffic through search & SEO.	**Increase monthly avg. UVs from natural search by** x**%** (from A to B), resulting in x# UVs by EOY (+118% vs. 2023) by better utilizing non-branded SEO keyword targeting to improve search exposure to *attract more web visitors*.
	Move 4 feature or solution web pages (TBD) from >20 to <8 search page ranking by EOY 2024 by executing the SEO strategy outlined in section 5 to *attract more web visitors.*
Improve engagement. Keep visitors engaged.	**Grow monthly avg. page views from natural search visitors by x%** (from A to B), resulting in X# PVs by EOY (y% vs. 2023) through custom audience messaging, A/B testing, and incorporating more case study videos and visual graphics around claims on our product pages, in knowledge center articles and blogs.
Increase sign ups and conversion. Improve number of sign ups and form completions.	**Increase monthly avg. signup clicks from natural search by x%** (from A to B), resulting in x# total clicks to the signup page by EOY (+174% vs. 2023) by experimenting with placement and exposure of CTAs on web pages and in articles.
	Grow monthly avg. form completions from natural search by x% (from A to B) 10% conversion rate (*UVs to form completions*), resulting in x# form completions by EOY (+200% vs. 2023) by testing attributes on the signup form landing page, including number of fields, copy and colors, and supporting visuals.
Track content impact on HVEs	Use UTM parameters to **track the impact that specific content assets have on end actions** (signups, event registration). UTM tracking pilot launched Nov 23; Add UTM marketing

Launch attribution model.	parameters to 60% of website content by end of Q1 2024 to capture learnings for FY 2024 optimization tactics. See marketing attribution roadmap for more details.

57 *Note: Natural search and SEO are our priorities to support this content strategy. We'll collaborate closely with social, paid, email, and partner
58 channel owners on integrated campaigns to drive traffic to the website. See Appendix 2 for performance metrics for channels that drive traffic to
59 the website.*

3. Audience

60
61 As part of the website refresh, we'll use research-backed tailored content to create more personalized experiences
62 for existing and new audiences to achieve our goals. The website will accommodate the needs of a variety of
63 audience segments, but our overarching priority is attracting and converting prospective customers.
64 *Note: the content strategy for shoppers is being built separately, but we've included details about shopper value props and engagement tactics
65 in Appendix 3.*

66
67 **Prospective customers** (*65% of total content focus*) are the primary audience we're seeking to engage on the
68 website, and our content experiences service the needs of multiple types of businesses at different stages of
69 maturity. Prospective customers fuel the broader business goals of driving x# launches and xM units in 2024.
70 Content created for prospective customers is our "core content" for the website, and will be used to develop role-
71 specific, pillar and vertical-focused content. Our strategy centers around value proposition messaging based on
72 pain points identified from UXR, M'Pulse, and VOM research tailored for two key types of prospective customers:
73

Segment	Value proposition*	Business rationale	Website action**
Enterprise/ LSMB* ** (60% of prospective content focus)	• Attract Prime members • Use order data to improve LTV • Grow DTC sales (ROI) • Easy ecomm integration • Better together	• Wins with this segment can accelerate broader adoption • Represent x% of total units and y% of launch goals in 2024	SSR flow + sales-assisted interest form
SMB (40% of prospective content focus)	• Drive more traffic • Increase conversions • Improve marketing ROI • Streamline operations • Better together	• ASP +$X = most likely to realize margin impact • Represent x% of total units and y% of launch goals in 2024	SSR flow + contact form completion

74 *Value propositions mapped to pain points will drive the messaging for our website content. Shared pain points across business sizes will be
75 reframed to ensure resonance with decision makers visiting the website.*
76 ***All prospects will flow through the SSR experience; ENT/LSMB prospects will get 1:1 support from sales (via chatbots and forms).*
77 ****See Appendix 3 for details about merchant archetypes, enterprise personas, value props and engagement tactics. See Appendix 7 for
78 research that informed our two-pronged content experiences for SMBs and LSMB/enterprise segments.*

79
80 **Agencies and technology/application partners** (*25% of total content focus*) are important, objective advocates to
81 help drive awareness and demand for [Brand] with their merchant clients. The goal of the website experience for
82 Partners is to get them to join the interest list, by showcasing benefits such as Agency Acceleration Funding,
83 Market Development Funds, and co-marketing opportunities as mechanisms they can use to grow both their own
84 and their clients' businesses. We'll empower them with educational content such as brand guidelines, messaging
85 guides, feature-focused webinars, custom onboarding guides, and case studies. Partners will also be able to share
86 their expertise on the partner marketplace (timing TBD). See Appendix 3 for details about value props and
87 engagement tactics for agency and technology partners.

88
89 **Existing customers** (*10% of total content focus*) come to the website for technical help and to learn about new
90 features. Our goal is to help existing customers adopt new features, increase usage of [Brand] (add more SKUs),
91 and provide access to self-service support (knowledge center). We'll keep them engaged by merchandising CTAs
92 within the merchant console, in apps, and via targeted paid media campaigns to drive them to new offerings and

93 product updates on the website. See Appendix 3 for details about merchant archetypes, value props and
94 engagement tactics for existing customers.
95
96 We'll use Adobe Target to create unified customer profiles and fine-tune each audience segment as we uncover
97 engagement insights (clicks).
98

4.   Content opportunities

99
100 This section outlines our H1 2024 priority improvement areas to support the goals outlined in section 2.
101
102 **Implement redesigned page templates for faster publishing, testing and maintenance**. The current page
103 components were designed for a pre-GA website experience, and their rigid design requires dev support that can
104 take months to make changes. This rigidity makes it difficult to automate repeatable tasks like creating blogs, and
105 the reliance on dev support slows the process of publishing new pages. The new templates for Brightspot
106 streamlines the creation and publishing process by allowing authors to pick and choose from a more robust set of
107 page modules (without dev support), increases the flexibility of testing on-page content, expedites time to publish,
108 and reduces the resource strain on the design team. *Estimates for time to publish and maintenance efficiencies
109 will be updated once the new templates are finalized and tested.
110
111 **Deliver personalized experiences for different audience segments.** 74% of customers feel frustrated when
112 website content is not personalized (source). Our one-size-fits-all website experience offers visitors a generic
113 learning experience, leaving them frustrated. This results in higher bounce rates, and impedes our ability to pull
114 diverse audience segments through the conversion funnel. Implementing Adobe Target allows us to capture click
115 data to build unified visitor profiles that will be used to deliver 1:1 content recommendations (blogs, events), and
116 personalized content (headlines, page copy, claims) that improve resonance with specific audiences (decision
117 maker roles, verticals). Website personalization also supports demand gen campaigns (paid search, email) by
118 making the landing experience more relevant, increasing our ability to convert more MALs.
119
120 **Use A/B testing to optimize content on and off the website.** We currently don't have the ability to test the
121 efficacy of website content, limiting our understanding of what content formats drive engagement at different
122 stages of the customer journey. Adobe Target gives us a tool to test page layouts, copy, formats, visuals and CTAs
123 so we can deliver personalized content experiences mapped to the needs of diverse audience segments. Testing
124 gives us data-driven insights to serve the optimal message in the best format to drive conversions, while also
125 providing insights to fine-tune other content assets such as messaging guides and editorial content.
126
127 **Expand the actions visitors can take on the website.** Personalized CTAs perform 202% better than basic CTAs
128 (source). Today, the actions visitors can take do not showcase the richness of available learning experiences, and
129 lack personalization. This results in an underutilization of existing content investments, hindering our ability to
130 educate (webinars, blogs, ebooks), nurture (newsletters, help articles, support), and drive more conversions.
131 Diversifying CTAs (subscribe, register), together with data from customer journey dashboards and insights from
132 Adobe Target visitor profiles, allow us to serve customized CTAs for specific audience segments that drive to a
133 broader set of conversion points.
134
135 **Implement UTM parameters to improve content ROI.** We lack the ability to track and attribute content to end
136 actions (signups, registrations), limiting our ability to identify opportunities to optimize content for conversions.
137 Adding content-specific UTM parameters (with additional marketing parameters) to assets distributed across
138 channels (web, email, social) improves our ability gather granular insights to make data-driven decisions on
139 content optimization tactics. Tracking where website traffic is coming from (organic search, social) and the actions
140 visitors take on and off (partner sites) our website helps us understand which types of content (blogs, videos) are

141 driving the most conversions. Attribution helps increase content ROI and focusing resources on high-impact
142 content initiatives. See Appendix 5 for details, including benchmarks and goals for additional content
143 opportunities.
144

5.   SEO strategy

145
146 Our SEO strategy centers around **increasing average monthly UVs from natural search by 12%** (from A to B),
147 resulting in X# UVs by EOY (+118% vs. 2023). We'll improve natural search traffic through three tactics: 1) better
148 utilizing non-branded SEO keyword targeting to improve search exposure, 2) publishing more in-depth content
149 (ebooks, guides) with unique visuals to strengthen domain authority and improve backlinks, and 3) creating
150 evergreen content with internal and external partners to attract search crawlers and drive more backlinks The
151 website ranks #1 in Google US for all [Brand] branded keywords and several global Amazon-branded keywords.
152 Building on the 6k average monthly visitors from natural search, there is a big opportunity to improve search
153 rankings for non-branded keywords and those used by our peers/competitors to establish more authority,
154 resulting in a higher share of traffic in 2024. See Appendix 4 for more details on our SEO strategy.
155
156 **Keyword selection process**:
157 Our target keywords (see lines 456-467 in Appendix 4) are selected based on 1) *their relevance to [Brand] &*
158 *[BRAND]* - search engines reward sites and content that show consistent subject matter authority, so we're
159 prioritizing keywords/topics that directly relate to the merchant challenges solved by [Brand] and [BRAND], 2)
160 *alignment with customer business needs* **& intent**– our priority non-branded keywords are based on merchant
161 pain points (drive more traffic, increase conversions) uncovered by UXR, M'Pulse, VOM research, and are informed
162 by the impact paid search campaigns have on CTR and signup conversions and search intent
163 (informational/transactional), 3) *search volume* **& difficulty**– we target terms with search volumes ranging from
164 100 (target difficulty <50) to 3000 (target difficulty >50) searches per month to maximize visibility and driving
165 traffic, and 4) *competitiveness* – given the time it takes and required resources to achieve top ranking for
166 competitive keywords, we balance targeting high volume/higher CPC terms against those for which we forecast we
167 can achieve page one to two ranking within a year.

168 <u>Approach to non-branded keywords</u>:
169 Our approach to non-branded keyword targeting leans into the better together story by: 1) focusing on the
170 *customer-facing benefits* of [Brand] using keywords such as conversion rate and checkout, and 2) focusing on the
171 *business operation benefits* of [BRAND] using keywords such as 3PL and fulfillment. Through ongoing audits we'll
172 create a weighting mechanism to fine-tune the prioritization of keywords that align to our natural search,
173 engagement and conversion goals. Below is an abbreviated list of non-branded keywords we'll target. See
174 Appendix 4 for a full list of targeted keywords. We'll continue collaborating with the central Amazon search team
175 to avoid keyword cannibalization.

[Brand]	Priority keywords (by volume): Keyword 1, Keyword 2, Keyword 3, Keyword 4, Keyword 5 *(approx. monthly volume 30k)*	Alt/Long-tail keywords: Keyword A, Keyword B, Keyword C

176
177 <u>Why these keywords were selected</u>

Keyword	Volume	Product relevance	Customer pain point	Ranking difficulty
Ecommerce website	14.8k	[Brand] checkout Collections, Reviews	Growing DTC, LTV	Achievable
Customer reviews	5.4k	Reviews	Conversions, profitability	Achievable
Customer acquisition	3.6k	ADA, Marketing toolkit	Traffic to DTC site	Achievable

| Optimize conversion rate | 2.4k | A/B testing, Reviews, [Brand] checkout | Conversions | Challenging |
| Website conversions | 1.3k | A/B testing, [Brand] checkout, Reviews | Conversions | Challenging |

Note: These keywords are a starting point, and will be fine-tuned with ongoing research to identify the top 3-5 "ownable" keywords with enough volume to allow us to show up on page one or two.

[BRAND]	Priority keywords (by volume/ownership): Keyword 1, Keyword 2, Keyword 3, Keyword 4 *(appox. monthly volume = 29k)*	Alt/Long-tail keywords: Keyword A, Keyword B, Keyword C

Approach to branded keywords: We'll continue to incorporate our website content with a blend of [Brand] branded keywords and relevant Amazon keywords (e.g., Reviews from Amazon). Like non-branded keywords, we'll also partner with the paid search team to incorporate priority branded keywords into paid search ads, which will help accelerate SERP rankings and drive traffic to customized, conversion-focused landing pages.

Branded keywords (monthly volume)	Keyword 1 (9.9k), Keyword 2 (3.6k), Keyword 3 (720), Keyword 4 (210), Keyword 5 (90)

Why this works: Focusing on these branded keywords allows us to retain ownership and top ranking in SERPs. As more [Brand] features come online (e.g., Collections), we'll track search volume and adjust our priority branded keywords accordingly.

Approach to competitor keywords: We'll pilot keyword conquesting by targeting specific keywords among two of our industry peers with competitive solutions. These include a direct relation to the [Brand] and [BRAND] value proposition, as well as industry/solution-adjacent keywords (e.g., dropshipping, ecommerce website). With website content infused with competitor keywords supported by targeted paid search campaigns using these keywords, we'll track the efficacy of increasing our ranking for these keywords over a six-month period. Below is an abbreviated list of keywords used by the two industry peers recommended for the pilot.

Brand	Top 5 ranking keywords (monthly volume*)
Shopify	Keyword 1 (1.2M), Keyword 2 (246k), Keyword 3 (41k), Keyword 4 (15k), Keyword 5 (12k)
BigCommerce	Keyword 1 (246k), Keyword 2 (22k), Keyword 3 (15k), Keyword 4 (15k), Keyword 5 (8k)

We'll find a balance for these experiments between high-volume/highly competitive and long-tail/less competitive keywords.

Why this works: Allocating a portion of our marketing campaign budget for competitor keyword targeting provides insights that will inform optimizations to our website content and paid search campaigns, as well as increase the potential for brand exposure and, over time, outrank our industry peers.

6.   Content system & site navigation

Changing the hierarchy of content on the website and the way the information is organized, we'll realize three key benefits: 1) four layers of messaging depth *(each layer moves visitors through the conversion funnel)* that facilitate a self-guided learning journey, 2) tailored content experiences for different audiences that will increase engagement and signups, 3) interconnected web pages that enhances both the user journey and gives search engine crawlers more structured content to index.

Content hierarchy. Today, the content hierarchy is relatively flat *(e.g., sites with limited connections across pages to make clear the parent and child page relationship)*, and generally applies equal weight to all web pages (limited

210   use of parent and child pages – see Space Needle example). The content hierarchy for Project Refresh addresses
211   the weighting structure of pages with a tree design that brings to life multiple levels of messaging depths, helping
212   search engines understand how to index different page layers. This structure makes it easier for visitors to navigate
213   a growing set of feature pages, more efficiently leading them to conversion points (signup page, newsletter
214   subscription). Below is the basic tree structure flow for Project Refresh:

215   **Home page** (depth L1) **-> Categories (Grow)** (depth L2) **-> Sub categories (Resources)** (depth L3) **-> Implementation** (depth L4)

216   *See Appendix 6 for more details the content hierarchy and content creation process*

217   **Information architecture (IA).** Due to the current content hierarchy, the existing IA is also flat and doesn't allow
218   for customized content experiences tailored to the unique needs of different types of visitors. The new IA is built
219   on a set of modular page templates that help streamline the process for page creation, updates, and maintenance.
220   It also improves our ability to create logical links across pages, making it possible to reuse and reframe content
221   across pages. We'll use a mega-menu to enhance the way we showcase the breadth of content and tailored
222   experiences available on the website. Together, the new IA, modular page templates, and mega menu improves
223   our ability to pull visitors through the conversion funnel, while providing a simpler way to conduct tests to find the
224   optimal experiences across audience segments. See Appendix 8 for more details on the IA.

7.   Success measures

225

226   There are four ways we're measuring success (outlined in section 2): 1) attract more natural search traffic and
227   SERP exposure (goal: x% growth in average monthly UVs + move four web pages from >20 to <8 page ranking), 2)
228   increase engagement (goal: x% growth in average monthly page views), 3) drive MALs (goal: x% growth in average
229   monthly signup clicks + x% growth in average monthly form completions), and 4) improve attribution (goal: deploy
230   UTM marketing parameters on x% of content by end of Q124). These success metrics will help support the broader
231   Project Refresh goals of increasing domain authority, driving quality leads, and learning through testing. *See
232   Appendix 9 for FAQ.*
233

234

Appendix 1: Tenets & Journey mapping

235

236 <u>Tenets</u>
237 We'll use five tenets to ensure alignment and consistency across the website's contributors and stakeholders.
238 • *Being Found.* Any and all content that we publish must be both searchable and findable. This means the
239   words we use must align with how our target audience thinks and searches.
240 • *Being Relevant.* Once we are found, the destination needs to pay off on the promise. We're relevant
241   beyond buzzwords. Content has deep-level insights that aren't obvious to the average merchant, and it's
242   clear where they go next in the funnel
243 • *Being Consistent.* Once we are found and have established relevance, the content that welcomes visitors
244   is consistent, credible and current. We give readers a reason to trust us when they arrive on our site.
245 • *Being Accessible.* Exposure, relevancy and consistency are only valuable if the content we publish is easy
246   to understand and consume. Our content is intentional and aspirational, and is devoid of jargon and fluff.
247   It is built based on the proven requirements around inclusivity and accessibility.
248 • *Continuous Improvement.* Audience needs shift and evolve, and so will the content experiences we
249   facilitate on the site. Through ongoing testing based on the freshest audience insights, we're committed
250   to consistently raising the bar for how visitors experience our brand.
251

252 <u>Journey mapping</u>
253 Content hierarchy will deliver value at disparate moments of time across a wide array of customers and prospects.
254 Our content hierarchy is designed to provide value at each stage while prompting action to move to the next best
255 action, culminating (ideally) in a conversion (sign up, subscribe). The hierarchy provides a relational and logical
256 path to drive people through a funnel from awareness to retention.
257

258 The website will account for four different journeys: 1) SSR path for small and medium-size businesses, 2) high-
259 touch path to generate interest and drive large businesses to a sales-assisted engagement (e.g., chatbots can assist
260 interested ENTs set up meetings with sales reps), 3) self-service path to drive partners sign ups, and an ingress
261 point for shoppers to discover [Brand] brand on the Shopper hub. The table below outlines the stages, general
262 goals of each stage, the characteristics (what users might be thinking) by stage, the types of pages relating to the
263 stages, and KPIs. Content gaps, opportunities and KPIs will be added post audit/analysis.

264

Stage	Goal	Characteristics	Pages/Actions	KPIs*
Awareness	Inspire users to explore	• "I'm not sure what I'm looking for" • "Is this the right solution for my business?"	• Home page • Features • Blogs	• X% increase in new users • X% growth in pages per visit
Consideration	Get users to learn more	• "Will [Brand] drive traffic to my site?" • "Can I afford this solution?"	• Get started • Features • Pricing • Knowledge Center • Blogs • FAQ • eBooks	• X% increase in page views • X% increase in time on page • X# of downloaded ebooks
Intent	Guide users to specific content	• "I'm intrigued, but I need more info"	• Enhancements • Tailored solutions	• X% increase in page views

		• "I need proof that it really works"	• Testimonials • Research • Case studies • eBooks • Blogs	• X# of downloaded ebooks/gated content
Conversion	Move users to take specific actions	• "I'm feeling good about the potential" • "Where do I begin?" • "I need to talk to someone"	• Sign up/Sign in • Subscribe • Register • Download • Contact • Knowledge Center	• X% increase in end actions (MALs) • X# of downloaded ebooks • X# of contacts initiated
Retention	Entice merchants, partners, shoppers to stay engaged	• "I'm seeing benefits of [Brand]" • "I want to stay up on the latest features" • "I want help with troubleshooting or implementing new features"	• Merchant support • Newsletter • Blogs • Webinars • eBooks • Submit ideas	• X% increase in newsletter subscribers • X% increase in webinar registrations • X% increase in return visits

265   *Data for KPIs will be updated later in 2023*

266   Appendix 2: Cross-channel marketing to drive website traffic

267   **Cross-channel marketing to drive website traffic**

268   Natural search traffic facilitated by our SEO strategy is the priority for measuring success of our content
269   strategy for Project Refresh. This approach gives us an ownable and focused set of goals to aspire to. To
270   support our demand generation campaigns and grow the volume of traffic to the site, we'll work with
271   channel owners within Santos and across Amazon.

272   For priority traffic-driving channels, we'll work with channel owners to develop shared goals to drive
273   traffic to the website. The table below breaks down the volume of traffic (% of visits) to the website, and
274   where we see the biggest opportunities for growth. This excludes natural search (15.6% of visits), Direct
275   (23.3% of visits), and Referring Domains (13.1% of visits).

Channel	% of visits	Growth potential (H/M/L)
Paid - search	x%	H
Paid - social	x%	M
Paid - display	x%	L
Paid - youtube	x%	L
[Brand] social	x%	H
Merchant console	x%	L
Merchant support	x%	M
Email	x%	H
Seller Central (O&O)	x%	H
[BRAND] (O&O)	x%	H

276

277 | Appendix 3: Merchant archetypes, personas & engagement tactics

278 Mapping content to archetypes: To fine-tune the narratives to engage prospect merchants, we'll develop
279 customized content experiences built around the challenges and needs of the UXR merchant archetypes and
280 enterprise personas.

Archetype	Top challenges	Core needs	Opportunities
The Beginner (micro) GMS <$K	• Low site traffic • Limited budget • Becoming an ecommerce expert • Knowledge of UX/CX • Analytics/insight hunting	• Optimize marketing & advertising • Use A/B testing + analytics to improve UX/CX • Simplified operations + integrations • New customers/scale • Convenient checkout flow	• Marketing tips • Site design/UX • Stories/case studies • Testimonials
The Evolution Seeker (SMB) GMS >$K-$Y	• Operational efficiencies • Siloed data • Bandwidth/resources • Cost/integration issues • ROAS • Enhanced UX/CX	• UX/CX innovation • Influencer/social marketing • Understanding shopper habits • Enhanced analytics • Tool simplification	• Better together • Analytics • PIA (A/B testing) • Partner POVs • Integrations
The Optimizer (enterprise) GMS $Z - $Y	• Deep knowledge of shopper behavior • Lack complete data picture • Rationalizing partnerships • Marketing attribution	• Holistic picture of omnichannel CX • Streamlined operations • Closed loop analytics • Reduce reliance on 3P tools • More connected leadership	• Better together • Shopper archetypes • Analytics • PIA (A/B testing) • Role-specific value prop

281

282 **Value props + engagement tactics for prospect customers (micro/SMBs)**

283 **Key value prop messages for prospects:** 1) *ROI on [Brand] investment* (M'Pulse insight: 2.2: x% of active
284 merchants satisfied that [Brand] delivers "great value for the fees"), 2) *increased conversions* (MXO insight
285 MO2: all merchants rank understanding sales drivers as #1 priority; M'Pulse insight 2.2: x% of merchants
286 satisfied with conversion lift), 3) *increases shopper trust in brand* (VOM CSAT insight: x% of all merchants
287 are satisfied that [Brand] builds shopper trust), 4) *optimizing marketing and advertising campaigns* (MXO
288 insight MA2: x% of enterprises rank saving money on marketing campaigns/promotions a critical priority),
289 5) *order fulfillment* (M'Pulse insight 2.1: x% of all merchants are very/completely satisfied), 6) *access to*
290 *customer order information* (MXO insight CRM7: x% see building customer relationships as important to
291 their business)

292

293 **Engagement tactics**: Using a targeted multi-channel marketing, we'll meet prospects where they are in
294 key moments of need. The addition of marketing UTM parameters gives us more insights into the types of
295 users engaging with our campaigns – they can help us categorize different types of users based on
296 channel, associated keywords and landing page engagement. We'll better use targeted keywords based
297 on SMB pain points to increase exposure of relevant web pages in SERPs. We'll tap into the audience
298 targeting features of Meta and Google to pull them to the website with paid search. We'll create a
299 tailored content experience built around the [Brand] benefit pillar, and use Adobe Target to show them
300 recommended content that leads them to key conversion points (signup, webinar registrations). We'll
301 grow newsletter subscribers by merchandising subscription CTAs across web pages that we'll use to

302 educate them on new features and drive adoption. We'll use ongoing keyword research to build a SEO-
303 focused content (web pages, blogs, research) roadmap to reach them via organic search. We'll use Adobe
304 Target to create personalized experiences for returning visitors to the website.

305 **Primary landing pages:** A, B, C

306

307 <u>Enterprise/LSMB personas</u>: Established brands with a DTC presence are interested in "owning the sale" to capture
308 higher margins, expanding customer relationships to improve LTV and strengthen brand loyalty, and acquiring new
309 customers (Prime members). They have high expectations for new product capabilities, demand customization and
310 seamless integration with owned APIs, and see Amazon as just another sales channel. Long sales cycle (~12
311 months) with multiple layers of C-level approvers presents a challenge with high potential upside. The goal for
312 prospective LSMB/enterprises is to talk to specific roles as a way to activate "champions" within organizations, and
313 showcase how [Brand] can help them acquire Prime members, quickly uplevel their DTC game, and realize
314 incremental revenue. Below are the types of LSMBs/enterprises we will engage in priority order.

Type	Top challenges	Core needs	Opportunities
DTC Native (strong DTC presence) 45% of focus	• Optimizing profitability • Sustaining growth	• Understanding sales drivers • New customer acquisition (Prime members) • Improving conversions	• PIA (A/B testing) • Case studies/stories • Better together
Traditional retailer 25% of focus	• Catching up with ecommerce peers • Rationalizing investment in DTC • Tapping into Phydigital game	• Brand extension beyond brick & mortar • Solutions to catch up with industry peers	• Case studies/stories • Testimonials • Getting started
DTC Nascent (CPG companies) 25% of focus	• Succeeding in ecommerce • Getting traffic to DTC site • Digital transformation	• Greater DTC brand awareness • Proof that investing DTC is worth the time • Becoming an ecommerce expert	• Social ads/ADA • Case studies/stories • PIA (A/B testing) • Social influencers
Amazon Sellers (Pepper) 5% of focus	• Upsell/cross sell	• New customer acquisition (Prime members) • Getting higher sales margins • Improving ROAS	• Strategic partnerships to shape [Brand] roadmap

315

316 **Value props + engagement tactics for prospect customers (LSMB/enterprise)**

317 **Key value prop messages for prospects:** 1) *Acquire new customers* (Sales insight: Attracting Prime
318 members is a unique differentiator for [Brand]), 2) *Increase customer LTV* (M'Pulse insight 2.2: x% of M/L
319 customers feel [Brand] helps them build direct customer relationships + LTV was identified as a key pain
320 point for ENT prospects), 3) *integration with ecomm tools* (M'Pulse insight 2.1: x% of merchants satisfied
321 with [Brand] integrating with existing tools), 4) *ROI on [Brand] investment* (M'Pulse insight: 2.2: x% of
322 active merchants satisfied that [Brand] delivers "great value for the fees"), 5) *increased sales* (MXO insight
323 MO2: all merchants rank understanding sales drivers as #1 priority; M'Pulse insight 2.2: x% of merchants
324 satisfied with conversion lift), 6) *increases shopper trust in brand* (VOM CSAT insight: x% of all merchants
325 are satisfied that [Brand] builds shopper trust), 7) *order fulfillment* (M'Pulse insight 2.1: x% of all
326 merchants are very/completely satisfied).

327

328	**Engagement tactics.** Our primary path to building connections with LSMB/ENT is selling the better
329	together story. Core to making that narrative resonate with this audience is content that focuses on
330	streamlining logistics to save money, driving incremental sales with better margins, new customer
331	acquisition (Prime members), and providing a plug-in-play solutions (APIs) that make implementation and
332	integration with their existing platforms easy. As part of the tailored ENT website content experience,
333	we'll build custom content designed around specific types of decision makers (CGO, CMO, CDO)* that's
334	distributed across web pages, blogs, events, and through internal and external [Brand] partners. Adobe
335	Target will be central to creating the right audience segment attributes to inform the creation of
336	customized content for the diversity of enterprise targets, specifically those native to the DTC space and
337	more traditional brands that have not yet fully embraced DTC. We'll experiment with different CTAs to
338	pull them into the SSR flow with intuitive hand-offs to sales. We'll also explore partnership opportunities
339	with key AMZN partners, such as AWS, Ads, Pay to co-create content that taps into established
340	relationships with LSMB/ENT business leaders.
341	
342	**Primary landing pages:** A, B, C

343 *Both the role-based engagement and content strategy is currently being developed, and will be an ongoing partnership between
344 the ENT sales team, research, product marketing and the merchant content team.

345 **Value props + engagement tactics for agency and technology partners**

346	**Key value prop messages**: 1) [Brand] partners get access to resources to help their merchant clients grow
347	their business the trust of Prime, 2) get early access to new product and feature updates, 3) raise
348	awareness of your services and grow your business in the [Brand] partner marketplace, and 4) tap into co-
349	marketing opportunities to showcase your expertise.
350	
351	**Engagement tactics.** Upleveling the Partner experience to the primary navigation on the website
352	(alongside For businesses and For shoppers), will make it easier for partners to access a content
353	experience tailored to their needs. We'll curate anecdotes and data points about how existing partners
354	have used [Brand] to drive growth for their clients and/or adoption of their integrated solution (Klaviyo).
355	We'll create an ongoing series of case studies showcasing partners that have built their business around
356	[Brand]. We'll continue creating monthly partner spotlights, and pursue co-creation and co-marketing
357	opportunities with contributing partner POVs on the blog. We'll track keywords and search queries to
358	incorporate into our content, and use a mix of paid and organic tactics on paid search and LinkedIn to
359	drive new and existing partners to our website. Adobe Target will be used to create personalized
360	experiences for returning visitors to the website.
361	**Primary landing pages**: Partner page (Agencies, Integrations), Home page, Grow, Knowledge center, Blog,
362	LinkedIn

363

364 **Value props + engagement tactics for shoppers**

365	**Key value prop messages**: 1) *Fast, free delivery & easy returns* (Shopper Pulse insight 4.2.1: x% of
366	respondents noted free shipping as a top priority), 2) *streamlined & secure checkout* (Shopper Pulse
367	insight 4.2.1: x% of respondents are satisfied with the [Brand] checkout experience), and 3) *extended*
368	*Prime membership benefits*.

369

370 **Engagement tactics.** Extending the fast, free and easy messaging that already resonates with Prime
371 members to non-Prime members is a core tactic for our shopper content strategy. We'll activate
372 influencers to help raise brand awareness and build shopper confidence in a Prime shopping experience
373 beyond Amazon.com. We'll lean into the "trust", "secure", and "convenient" messaging in our social
374 media posts and pay those value pillars off with a customized content experience on the shopper hub.
375 We'll partner with the Prime content team to co-create compelling CTAs on the Shopper hub to entice
376 new Prime membership signups. We'll produce at least one new shopper experience video each quarter,
377 and experiment with incentives to capture UGC from [Brand] shoppers to be showcased on the Shopper
378 hub and distributed across blogs, social media and newsletters. We'll pilot a "refer a merchant" program
379 that allows shoppers to nominate merchants that they'd like to see using [Brand]. Adobe Target will be
380 used to create personalized experiences for returning visitors to the website.

381 **Primary landing pages**: A, B, C

382

383 **Value props + engagement tactics for existing customers**

384 **Key value prop messages**: 1) *More site traffic with the trust of Prime* (VOM CSAT insight: only x% of
385 merchants are satisfied with [Brand] driving traffic to their site), 2) *simplified business operations*, 3)
386 *optimized marketing/advertising with A/B testing* (MXO insight MA2: all merchants ranked optimizing ad
387 campaigns as #2 priority), 4) *increased conversions* (MXO insight MO2: all merchants rank understanding
388 sales drivers as #1 priority), and 5) *improved shopper confidence*.

389

390 **Engagement tactics.** New features and inspirational use cases are the two core ways we'll attract and
391 engage existing merchants. Similar to prospect merchants, we'll employ an SEO-first approach to attract
392 them to the website where they can choose their own learning adventure to find new ways to use [Brand]
393 to grow their business. We'll merchandise quotes, knowledge center articles and data points with CTAs
394 within the merchant console to drive existing merchants to case studies, new feature pages, blogs, and
395 other knowledge center help articles to drive deeper adoption. Through Sales and Partner teams, we'll
396 identify relevant merchants to create shopper spotlight guides published on the blog and the Shopper
397 hub. We'll strengthen our relationship with the This is Small Business podcast team to identify
398 opportunities to showcase [Brand] merchants. We'll work with Amazon business partners such as Pay,
399 Prime, [BRAND] to co-create case studies and videos that we'll use as inspirational hooks to keep existing
400 merchants engaged. We'll explore incentive structures such as badging, speaking opportunities, co-
401 marketing initiatives to drive retention and advocacy. Adobe Target will be used to create personalized
402 experiences for returning visitors to the website.

403

404 **Primary landing pages**: A, B, C

405

406 Appendix 4: SEO strategy

407 To more effectively attract search algorithms, specifically for non-branded keywords, we'll 1) continue tapping into
408 the learnings from our paid search programming to incorporate targeted keywords into website content to
409 improve rankings, 2) establish processes and training for ongoing keyword and search query research to ensure all
410 page copy is optimized to tap into the latest SEO trends, 3) use high-performing and long-tail keywords to create
411 ownable and unique H1/H2/H3 copy, 4) conduct quarterly audits of page meta data (title tags, descriptions, alt
412 text) or other technical issues (broken links, slow page load speeds) hindering ranking potential, 5) implement a
413 hierarchical pyramid IA structure and optimize internal linkages to make it easier for search engine algorithms to

414   crawl and understand our website and the relational significance across web pages, 6) create search-friendly long-
415   form articles with embedded videos around primary keyword categories (conversion optimization, growth and
416   scale, and fulfillment and logistics), 7) optimize every page for the mobile experience, and 8) leverage fragments
417   and reuse high-performing content to reduce content that is difficult to maintain.

418   Attracting backlinks to our website is also a critical component of our SEO strategy. Getting reputable third parties
419   as well as internal Amazon business partners to link to our web pages requires greater investments in data-driven,
420   thought-provoking content. Our approach to driving more backlinks to our website focuses on increasing our
421   investments in deeper-dive content (guides, research studies, ebooks), and investing in original visuals
422   (infographics, hero images) that improve the quality of our web pages. By creating unique and high-value content
423   that is both proactively distributed and organically findable by customers, influencers and industry leaders, we will
424   increase the authority and visibility of our domain.

425   To ensure our web content strategy is optimized for search exposure we'll follow the established/proven
426   guidelines outlined our [SEO guide]. Details about our mental model for branded and non-branded keywords, how
427   we'll scale learnings across the organization, and tactics for executing keywords in our website content are
428   included below.

429   Research: Audit existing keywords–both high performing and long-tail–used in web content to identify
430   opportunities to tap into trending keywords used in search queries. We'll align our keyword tactics to proper
431   business units ([BRAND] vs [Brand]) to ensure we are not cannibalizing SEO authority. We'll use tools such as [SEO]
432   [Clarity] and [SEMRrush], and refer to authoritative resources such as [Content Marketing Institute], [Hubspot], [MOZ] and
433   [Ahrefs] to stay tuned into the latest SEO trends, and incorporate relevant branded and non-branded keywords into
434   our content organically. We'll also tap into [MXO] and [SXO] research to map pain points to trending queries and
435   keywords. This stage will allow us to find opportunities, while also giving us a ramp to own long-tail keywords
436   mapped to our business priorities. We'll share SEO learnings and best practices with key stakeholders by plugging
437   into existing meetings, and launching a quarterly training module to scale good SEO techniques across Santos.

438   Outline the copy: To ensure that users and crawlers can easily navigate the content, all of our web content will use
439   the established heading (H1, H2, etc.) structure. For all pages, we'll have a keyword optimized title tag and meta
440   description for each section of the site, starting with H1 title and meta description for the page hero and use other
441   header levels to structure supporting content throughout the page. Similar to the hierarchy depths outline for the
442   broader content strategy, each header element will take users deeper into the conversion funnel. Included in this
443   stage are also determining the supporting links and calls to action (CTAs) that will aid in user exploration.

444   Write the content: In the context of the research and outline, we'll use targeted keywords to create unique and
445   easy to digest content. We'll create a standardized process for writing to keep the content bar high across all
446   authors (web copy writing is highly recommended). We'll tackle search queries with search-friendly language that
447   pulls through the core value proposition we intend to convey for each page, running (content review tool) and
448   following the [Brand] style guide along the way. To find the right mix of keywords and page length, this stage will
449   include creating A/B tests to gather insights on hypotheses to be used to optimize our content. Our content will be
450   inclusive and accessible, meeting the requirements adopted across Amazon.

451   Design the content: Related to the header structure and the broader content hierarchy, we'll follow [established]
452   [design principles] that will aid in pulling users down a path toward a desired end action. As part of the design
453   process, we'll work with UX experts to conduct user testing to ensure the content flow is optimized, implement
454   best practices for image SEO using alt text, and optimize for page load time using compress images and videos. As
455   part of the content design, we'll logically link pages using targeted keywords as anchor text to help search engines
456   understand the intent of each page and use established pages to build authority for new pages.

457   Accessible content: Accessibility is another important consideration when designing content. Ensuring that our
458   content is accessible to people with disabilities is a critical design pillar, and one that can both help drive more

459 leads and improve search rankings. More than marketing, there are laws governing website compliance to
460 accessibility standards, ensuring businesses comply with the Americans with Disabilities Act. Five accessibility
461 requirements that will guide the content strategy for Project Refresh include:

462   1. Accurate page titles: these provide context for describing the web page to visitors using screen readers,
463   while helping people with disabilities distinguish what's relevant on the page, while ensuring it gives
464   Google crawlers the information to match content to user intent.
465   2. Heading tag structure: Header tags help people using assistive technologies to navigate web pages by
466   providing a hierarchical overview of the main elements of the page.
467   3. Anchor links: Link anchor text describes the destination page to be linked to. This gives both search
468   crawlers and assistive screen readers the information to determine if the linked page is related and
469   valuable, informing navigational decisions.
470   4. Breadcrumbs: These links, consistently placed near the top of pages, helps crawlers and screen readers
471   understand the site structure, and play an important role in improving the interlinkages on the site.
472   5. Alt text: Mainly used for images, alt text allows screen readers to vocalize or text for the visually and
473   hearing impaired, respectively, the contents of an image. Alt text is also important to help Google
474   understand and rank images on the site.

475 This SEO strategy will help us achieve our content goals as we rollout Project Refresh. We'll create SEO-focused
476 blogs and web page content as our main tools to increase natural search visits via non-brand keywords, and we will
477 track some of the key technical SEO elements (load time, stable links), following Google's Core Web Vitals best
478 practices, to ensure the site is easy for users and search engines to navigate and understand.

479 As we bring the SEO strategy to life, we'll experiment with customized content based on keywords and queries
480 that will improve narrative resonance with our audience segments. This work will fuel optimizations to the tailored
481 experiences on the website. We'll partner with the shopper team to identify relevant SEO and paid social
482 opportunities to improve awareness and drive unit sales. This will include rationalizing investments in higher-cost,
483 established keywords, while continually experimenting with long-tail opportunities that feed into established
484 keywords. Core to this approach is identifying relevant pillar topics to build content clusters around, which, over
485 time, will help improve both brand exposure and search rankings.

486 The tables below capture the baseline branded and non-branded keywords we'll use to raise the bar for the
487 [Brand] website. We arrived at these keywords based on 2023 performance metrics (we own #1 ranking for
488 branded keywords), and the potential for tapping into both high-volume and long-tail keywords around themes
489 that are relevant to the [Brand] and [BRAND] business. Our mental model for targeting keywords is one of iteration
490 and experimentation – while these baseline keywords present opportunities to drive higher page rankings for our
491 value proposition narratives, trends change, and we'll track the relevancy of these keywords monthly and adjust
492 accordingly. Given our ownership of branded keywords, the bulk (70%) of our SEO strategy will be focused on
493 building domain authority for non-branded keywords.

494 *Note: We'll also investigate keywords for adjacent topics (e.g., UX/CX) that offer high potential to help improve
495 our domain authority and SERP rankings.*

496 **[Brand] Branded keywords (top 10)**

Item	Keyword	Avg. Volume	Ranking	Ranked page
1	[Brand]	2400	1	URL
2	Amazon [Brand]	880	1	URL
3	[Brand] amazon	170	1	URL
4	[Brand] shopify	110	1	URL
5	What is [Brand]	90	2	URL

6	[Brand] button	70	1	URL
7	How does [Brand] work	30	1	URL
8	[Brand] merchants	30	1	URL
9	[Brand] stores	30	1	URL
10	[Brand] login	20	1	URL

497   Source: [Brand] natural search keywords

498   **[BRAND] branded keywords (top 5)**

Item	Keyword	Avg. Volume	Ranking	Ranked page
1	Amazon [Brand]	590	2	URL
2	Amazon fulfillment	390	2	URL
3	Shopify integration with amazon	590	1	URL
4	Amazon supply chain	1000	2	URL
5	Amazon ecommerce integration	40	1	URL

499

500   **Non-branded keyword targets** (priority and additive keywords – updated Nov 20, 2023)

501   Note: We'll work with the web and product teams to determine the priority pages we want to rank for each
502   keyword. We'll also track engagement data to optimize our keyword priority list and associated web pages. See
503   SEO Clarity rankings research for more information about current non-branded keyword rankings, opportunities,
504   and AI-informed before/after topic opportunities.

Item	Theme	Keywords	Avg. mo. Volume
1		Keyword 1	27100
2	Fulfillment	Keyword 2	3600
3	& logistics	Keyword 3	1600
4		Keyword 4	1000
1		Keyword 1	2900
2		Keyword 2	2400
3	Conversion	Keyword 3	1300
4		Keyword 4	2400
1		Keyword 1	3600
2		Keyword 2	5400
3	Checkout	Keyword 3	300

505

506

507   Why this works: 1) These keywords map to merchant pain points around which we'll create thematic **pillar pages**
508   and **topic clusters** to help strengthen domain authority and increase exposure in SERPs, 2) topics using fulfillment,
509   conversion, checkout, and site optimization drove the most engagement on the Springboard blog, accounting for
510   90% of UVs, 78% of PVs, and 20% of signup clicks in Q3 2023 (paid search accounted for an avg. of 86% of traffic
511   across topics), 3) continuing to incorporate fulfillment-related keywords in web copy across [Brand] and on

512   [BRAND] web pages both strengthens rankings and feeds the better together narrative, 4) collaboration with
513   [BRAND] and the Amazon Central Search team to separately target keywords relevant [Brand] and [BRAND]
514   protects against competitive bidding for the same or similar keywords, and 5) focusing on priority keywords allows
515   us to conduct paid search and website copy tests to identify those that drive the most natural search traffic.

516   **Amazon brand keywords – team will align on [BRAND] vs [Brand] keywords**

Item	Theme	Keyword	Avg. Volume	Assigned page
2	[Brand]	Keyword 1	1000	TBD
3		Keyword 2	480	TBD
4		Keyword 3	320	TBD

517

518

519 | Appendix 5: Content opportunities and benchmarks |

520   The table below outlines priority opportunities and goals to enhance the performance of the [Brand] website.
521   Unless otherwise noted, the results and benchmarks are pulled from H12023 data, and the goals represent our
522   targets for H12024.

Opportunities	Results (H1 2023)	Benchmark	Goal
Apply a SEO* lens to improve authority	x% Avg. natural search UVs/month	y% Avg. natural search UVs/month (source)	+5% avg. natural search UVs/month
Simplify and optimize the navigation to drive conversions	x Avg. PV/session z% CR**	y Avg. PV/session (source) z% CR (source)	+25% Avg. PVs/session/month +3% in CR/month
Contextualize global site search to increase page views	N/A	N/A	+5% avg. PVs/month
Improve attribution with content-specific UTMs	N/A	N/A	60% of UTM marketing parameters launched by end of Q124
Increase user confidence with an About brand section	N/A	N/A	5% of avg. PVs/month*** 3% of avg. UV/month
Uplevel/make more explicit available support options	X total support PV Y% of support tickets from site engagement	N/A	X# of live chats resolved/month Y% reduction in non-chat support events
Increase usage of video to drive engagement	X% video views	X% video views	X% increase in video views Y% increase in video CTR (to priority actions)
Increase engagement with customized experiences	N/A	N/A	10% clicks/monthly to tailored experiences
Ensure content is optimized for fast load time	2 seconds	• 1-2 seconds (source)	Maintain at 2 seconds or less
Expand channel promotion (demand team partnership)	N/A	N/A	X% attributable MALs by demand gen channel

523   *Our SEO-focused content strategy for all types of web content will follow the established guidelines outlined in the SEO guide. See Section 5 SEO
524   Strategy for more detail.
525   **CR = conversion rate (total UVs/sign up form completions). Timeline = Apr-Aug 2023.
526   ***Estimates until we have a benchmark based on 3-months of data relating to traffic to the About page.

527

528   We'll improve the global search feature to ensures that results are prioritized for the context of the query (e.g., if
529   search starts in the knowledge center, then help articles show up first), assisting in the achievement of a. The
530   integration of a content attribution model – fueled by content-specific UTM parameters – provides ongoing
531   insights on the impact that specific content objects have on driving conversions, helping to drive our signup click
532   and form completion goals

533

534 | Appendix 6: Content hierarchy & content creation process |
       |---|

535   **Content hierarchy**

536   As a modular hierarchy, this content hierarchy supports various ingress points from email (including from
537   Merchant Support), social, merchant console, [BRAND], demand channels (paid search, paid social, O&O) and
538   other customer engagement channels. Content onramps from various channels are essential for achieving our
539   goals. Our hierarchy is comprised of four layers of information that allow different audiences to flow through
540   relevant content based on their [Brand] adoption stage. For example, prospective merchants may start at the
541   Introductory level (home page) and move downward, and existing merchants will likely bypass the home page and
542   start at the Educational (marketing resources) or Supportive (blog) levels to learn about new features and proof
543   points. This hierarchy supports demand campaigns as users can be injected into the different depth levels based
544   on campaign theme (i.e. RFA, or Shopify), or user journey (i.e. top/middle/bottom of funnel). The four layers are
545   explained below:

546   1. Introductory objects (Depth level 1): This is the highest level of content that is designed to inspire users
547   and prompt them to explore. It includes a snapshot description of the offering, the general value
548   proposition of the offering (Prime branding), and answers the expected question of cost. Examples
549   include [Brand] Homepage, About page, thought leadership/PR. Must include visuals or videos and CTA
550   links to **Educational** objects. Can include data points and testimonials.
551   2. Educational objects (Depth level 2): Content in this category describes a solution or feature and core value
552   proposition. It explains why the solution or feature is beneficial, how it addresses a key pain point, and
553   provides a brief overview of how it works. This content entices users to declare their intent (what they're
554   looking for) as measured by clicks on the page. Examples include Getting started, Reviews, Social ads,
555   Marketing resources, BigCommerce. Must include visuals or videos and CTA links to **Supportive** objects.
556   Can include data points, testimonials, and restate elements of Introductory objects.
557   3. Supportive objects (Depth level 3): This content serves to take users deeper into the conversion funnel,
558   and is designed to entice users toward definitive end actions (e.g., Sign up, Register, Subscribe, Contact).
559   This type pulls from existing help articles and includes AI-created content to facilitate self-service support
560   for troubleshooting. This content answers users' questions, provides proof points, offers access to events,
561   and more. Examples include FAQ, AI-help articles, ROI calculators, virtual demos, interactive assessments,
562   blog, knowledge center articles, testimonials. Must include visuals or videos, data points, testimonials,
563   and CTA links back to associated **Educational** and **Implementation** objects.
564   4. Implementation objects (Depth level 4): This content focuses on driving clicks to execute specific end
565   actions such as Sign up, Register, and Contact (a sales rep or customer support). Content at this level is
566   precise and gives users the needed direction to convert. Must include specific CTAs (e.g., to a Subscribe to
567   newsletter) that captures lead information via a form. Can include visuals, data points and testimonials,
568   and can provide link paths back up to other objects to avoid dead end journeys.
569
570   **Content creation process**
571   Below is a high-level overview of how content will be created for the website.
572

573   1.   Page need identified/justified
574   2.   Page brief created using template
575   3.   PMM, Brand, Demand Gen, Content, Web teams align on brief/vision
576   4.   Legal alignment (if necessary)
577   5.   Round 1 content creation for page components
578   6.   Stakeholder review
579   7.   Design kickoff
580   8.   Round 2 content creation with SEO inputs and design
581   9.   Final review/approval
582   10. Page created in CMS

583

584 | Appendix 7: Tailored content experiences |
| --- |

585 To inform our strategy for creating unique content experiences for different audiences, we looked at three brands
586 with established business-centric website content experiences: Amazon Pay, Klarna, and BigCommerce (Note: the
587 Partner experience will pull from the general value prop messaging and offer a curated experience to inspire them
588 to join the community, and the Shopper experience will drive to the Shopper Hub).

589 Our general value proposition messaging and educational content will drive SMBs toward the SSR path. For
590 LSMBs/enterprises, our role-specific (CGO, CTO, etc.) content will help decision makers understand how [Brand]
591 and [BRAND] can grow their DTC business by focusing on new customer acquisition (Prime members) and easy
592 integrations (APIs). The LSMB/enterprise content will have trickle-down effect by reframing the messaging to
593 address similar needs for prospective SMBs.

594 Below are images for the navigational paths for each brand with notes on how they informed our content strategy.

595 **Amazon Pay**

596 Pay provides a streamlined approach that make visitor self-selection clear and easy. When visitors select their
597 exploration path (Small Business or Enterprise), they are greeted with tailored content that conveys the value
598 propositions for payment solutions based on business size. Our website navigation and content strategy will mimic
599 this two-pronged approach.

600 What we like: 1) dedicated overview page for business customers with proof points and claims, 2) dedicated paths
601 with clear and unique messaging for each audience type, 3) prioritization of solution benefits to drive growth, and
602 4) unique CTAs for each audience – Get started today for SMBs and Schedule a discovery call for
603 LSMBs/enterprises.
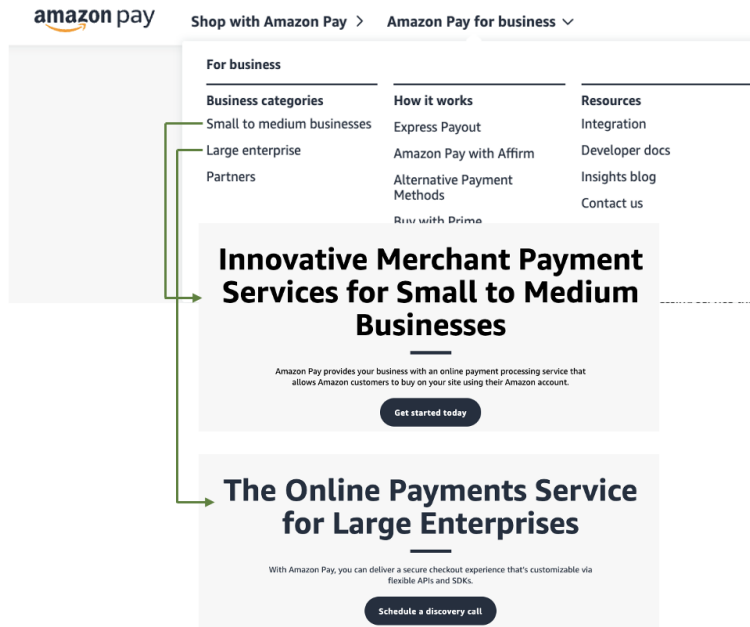
604

605

606   **Klarna**

607   While we don't feel sales is the right mechanism for the [Brand] brand to direct visitors to tailored content
608   experiences, the Klarna For business section also makes it easy for visitor self-selection. Like Amazon Pay, Klarna
609   delivers unique messaging that addresses known pain points for different sizes of businesses (Increase sales <$3M
610   in sales and Make your business bigger >$3M in sales), and uses a simple two-pronged approach to get visitors to
611   the right destination.

612   What we like: 1) consistent navigational prompts to drive deeper exploration (Resources, Inspiration), 2) simple,
613   business-size-specific messaging backed by pain-point-focused data points, 3) prioritization of brand logos using
614   Klarna, and 4) unique CTAs that allow self-service (Get started - SMBs) and priority engagement (Contact us -
615   LSMB/enterprise).
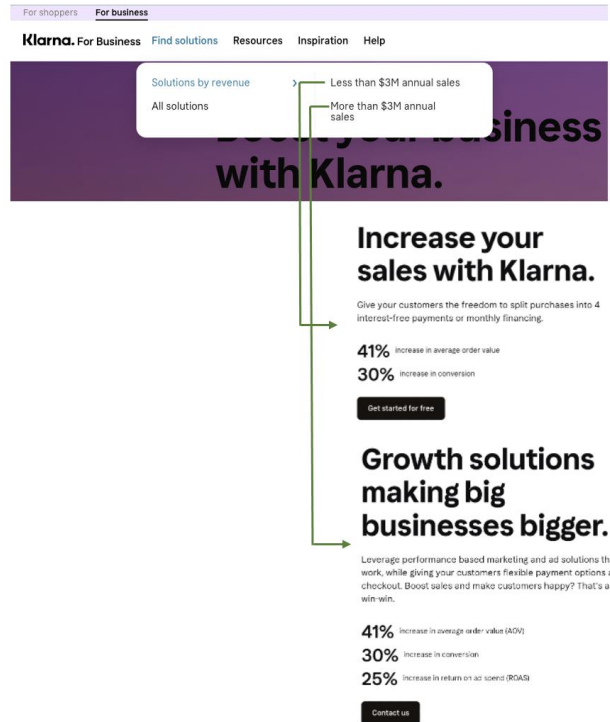
616

617

618   **<u>BigCommerce</u>**

619   BigCommerce reframed the two-pronged visitor self-selection prompts (<u>Enterprise</u> and <u>Essentials</u>) that prioritizes
620   enterprise prospects (it's their main landing page). By leaning into enterprises in its value proposition narrative,
621   BigCommerce created a robust experience that offers 3rd-party validation, ownership (Ecommerce, your way), and
622   a deeply interlinked content experience that allows for the trickle-down effect we'll use for our website content
623   strategy.

624   <u>What we like</u>: 1) differentiated framing of navigational paths that makes clear their content priority (Enterprise), 2)
625   uses 5 imperatives (Create -> Attract ->…) to showcase key pain points and guide visitors through the conversion
626   funnel, 3) prominent showcasing of 3rd-party endorsements (IDC), brands using the platform, and integration
627   partners (TikTok, Google, Amazon), 4) reuse/reframing of the robust Enterprise experience for a
628   simplified/streamlined SMB experience (<u>Essentials</u>).

629

630
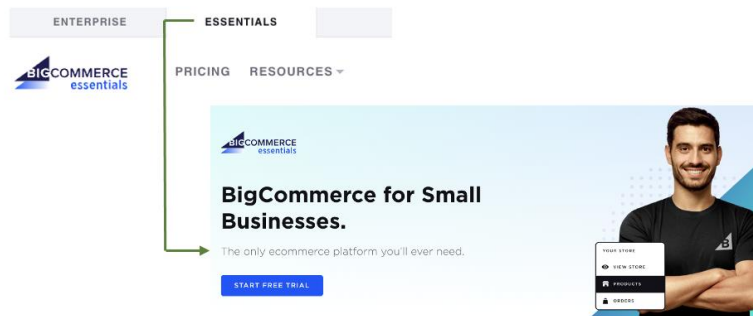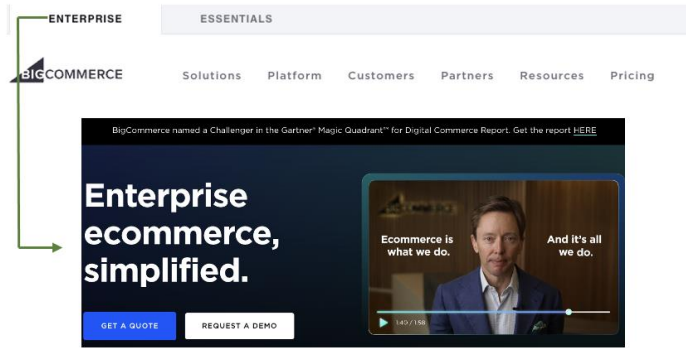
Appendix 8: Information architecture (Draft)

632 Creating a logical structure with dedicated pages for menu items (e.g., features, audience-specific experiences),
633 the new IA 1) makes it easy for users to understand the intent/value of each page, 2) provides high-level
634 product/feature education with interlinkages to deeper funnel content, 3) produces a scalable back-end
635 organizational structure to streamline page management, 4) allows deeper SEO integration opportunities, and 5)
636 prioritizes CTAs that naturally guides users to conversion points (e.g., signups, downloads, subscriptions).

637 The draft IA in the table below outlines the basic elements of the web experience. The IA is subject to change
638 based on the outcome/alignment from the content analysis that will determine which pages to
639 reuse/refresh/build. We will fine tune the IA with user testing at a later phase of Project Refresh.

640 *(insert example table)*

641

Appendix 9: FAQ

643 **For [Brand] stakeholders**

644 **How do we know that the tree/pyramid site structure is the best for the brand?**

645 A: Through our research, we identified three primary types of website structures: Linear, Linked and Tree/Pyramid.
646 A linear structure is similar to reading a book, and limits self-guided exploration. The linked structure is like a
647 network of pages with no hierarchical structure, which makes it hard for users to easily find information. The
648 tree/pyramid structure provides a way for us to logically present themes that take users down a natural path from
649 general information (home page) to deep dive content (knowledge center) and end actions (sign up). For the

650 [Brand] brand, a hierarchical structure aids our SEO goals, fosters self-service, and makes it easy to add, remove
651 and update content without impacting other pages on the site.

How does this content system adopt to the needs of different merchant types?

653 A: As the [Brand] business matures, we're laying the foundation for more specific, customized pages that showcase
654 the features, stories and proof points that map to the unique needs of different audience types.

How frequently will content experiences be updated for all audiences?

656 A: We'll continue working with the PMM team to add new pages for Tier 1 features and make updates to pages as
657 necessary. We'll conduct bi-annual audits of the content on the site to identify opportunities and gaps. We'll also
658 use our monthly performance reports to track high and low performing content, and make modifications as
659 necessary.

What is the strategy for personalizing the experience for different audience types?

661 A: Adobe Target is a service that will allow us to use click patterns and aggregated data by audience type (e.g.,
662 small business or Enterprise) to deliver one-to-many personalized experiences. As we gather more data and
663 insights from users, we'll experiment with deeper levels of personalization (e.g., 1:1 personalization, logged in
664 state) on the site.

How will we ensure equitable exposure for merchants on the shopper hub?

666 A: Protecting against the perception of preferential treatment or endorsement of any [Brand] merchant, we'll
667 create a mechanism to automate the rotation of spotlighted merchants on hero and other placements on the
668 shopper hub. We reserve the right to manually override the placement of specific merchants on the shopper hub
669 for promotional campaigns as part of mutual agreement between [Brand] leadership and participating merchants.
670 We'll also add filters to the hub so shoppers can explore industries (e.g., beauty, technology) that interest them.
671 These industry-specific pages will also employ the randomization mechanism applied to the main page of the
672 shopper hub to ensure equitable exposure.

How will the content strategy and IA support accessibility standards?

674 A: We will ensure that our content is designed to meet web accessibility standards following these principles:

675 • Perceivable: Information on the web must be presented in a way that all types of people can perceive it -
676   it can't be invisible to all of their senses
677 • Operable: UX and navigation must be designed to allow all types of users to use them - they should be
678   able to complete a task/consume the information
679 • Understandable: The content and interface must be understandable by all types of users
680 • Robust: Content can be interpreted reliably by a wide range of user agents such as assistive technologies
681   and must be interoperable as technologies advance.

For merchants

Where can I learn about the different technologies and platforms that integrate with [Brand]?

684 A: You'll find dedicated pages throughout the site that outlines the different technology partners working with
685 [Brand]. Specifically, you'll find under the Enhancement sections a list of integrations from partners such as Alloy,
686 Klaviyo, and other apps. Additionally, you'll find curated content for your business under the Tailored solutions
687 section of the site.

How can I find out which services different ESPs (Shopify, BigCommerce) offer?

689   A: Like technology integrations, you'll find the list of ESPs that work with [Brand] under the Enhancements section
690   of the site. We continue to expand the ESPs we work with, so check back often if you don't see your ESP listed.

691   **How can I get support for troubleshooting [Brand] implementation and adding new features?**

692   A: In the Knowledge Center, you'll find help articles that will help you get started, walk you through the steps to
693   add new features, and more. If you can't find what you need in the Knowledge Center, you can get 24/7 support by
694   calling or chatting with a member of the Merchant Support team.