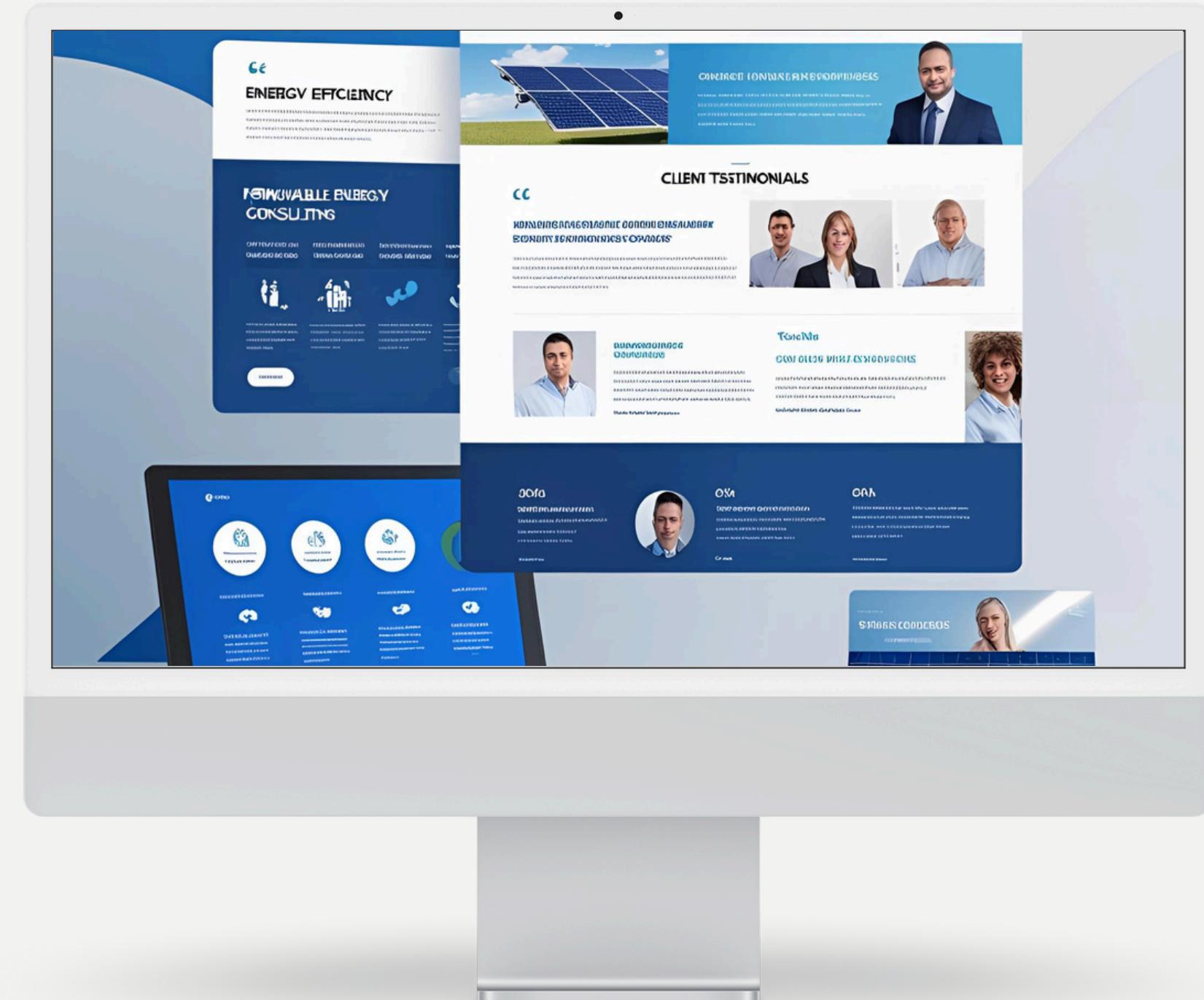


DATE PRESENTER
6/2/2025 Grace Wills

Website Optimization Plan

Agile project plan for website improvement.



WELCOME!

Agenda

01

Journey Tree

Phase 1

Phase 2

Phase 3

02

Website Flow

Main Page

Product/Service

Page

Product/Service

“Store”

03

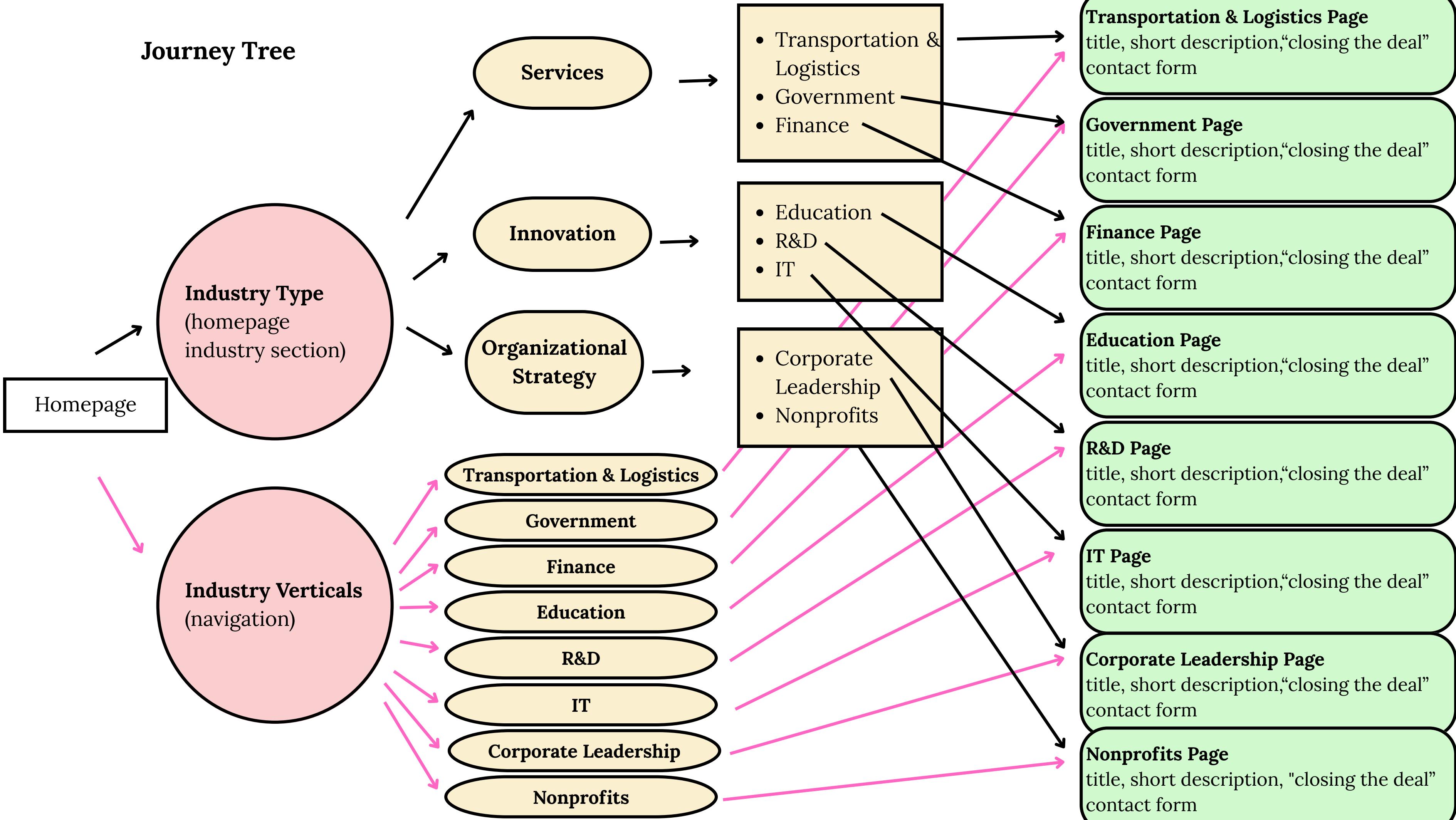
**Current
Recommendations**

Technical

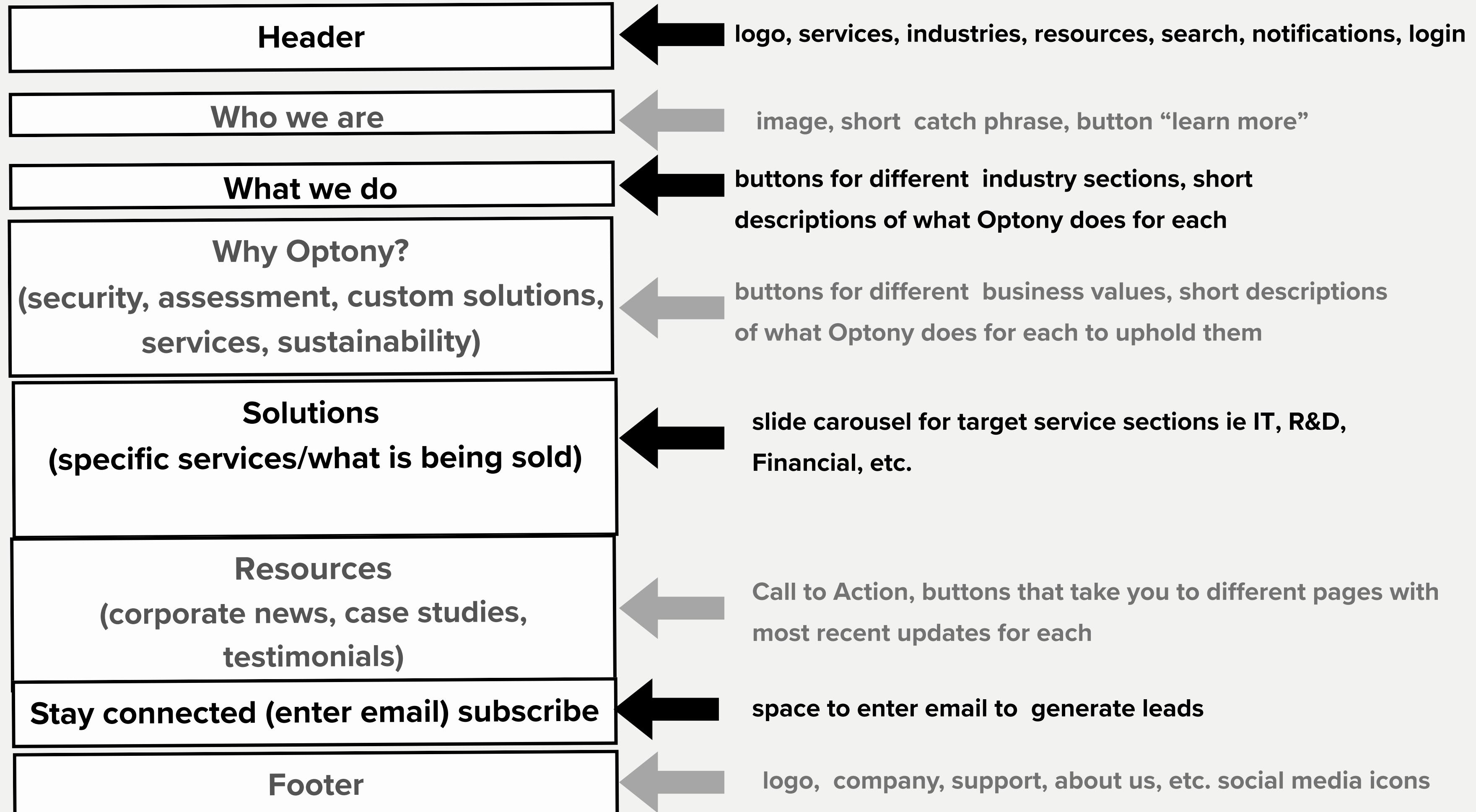
General

Specific

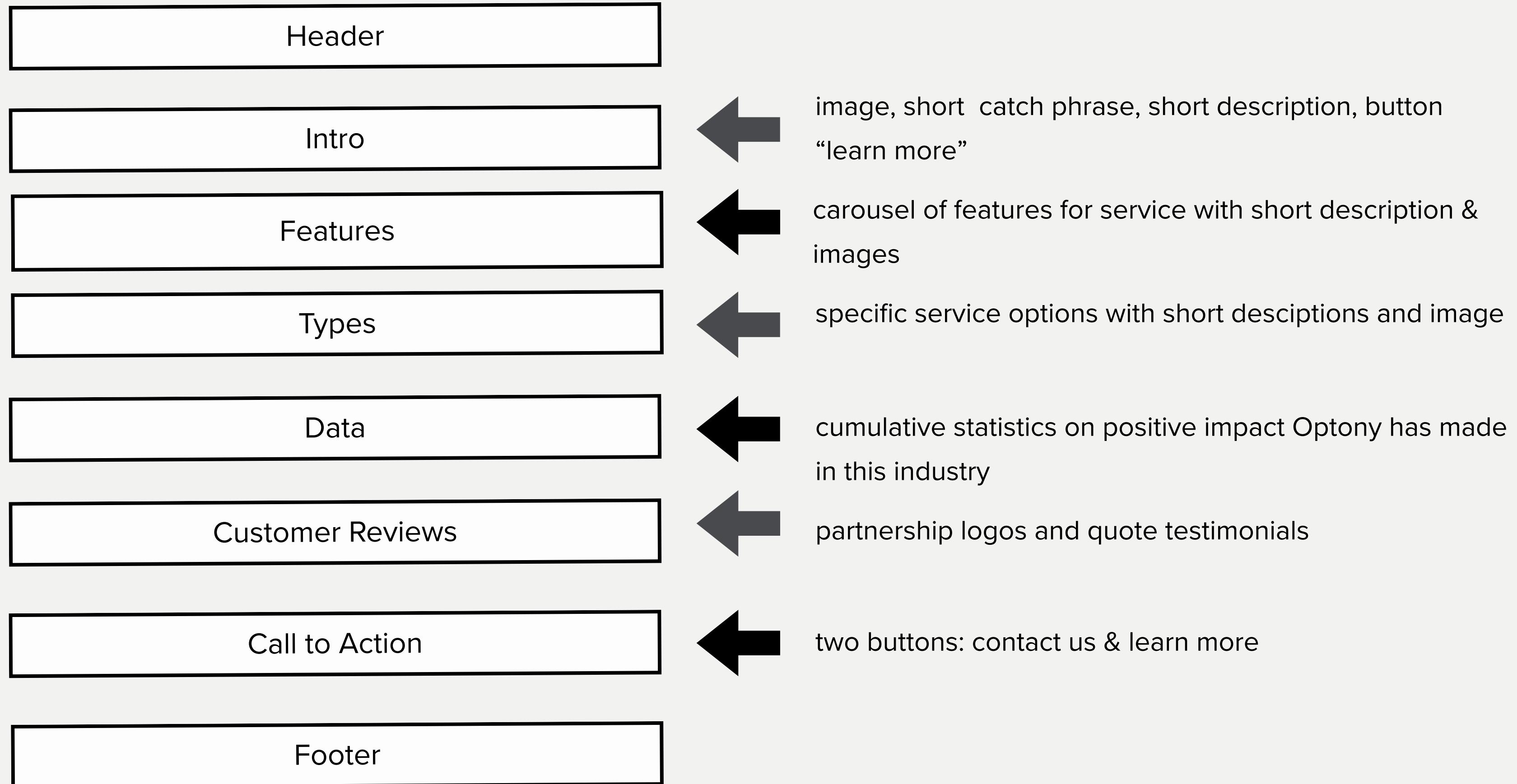
Journey Tree



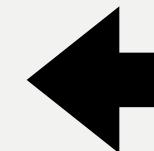
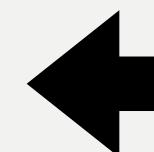
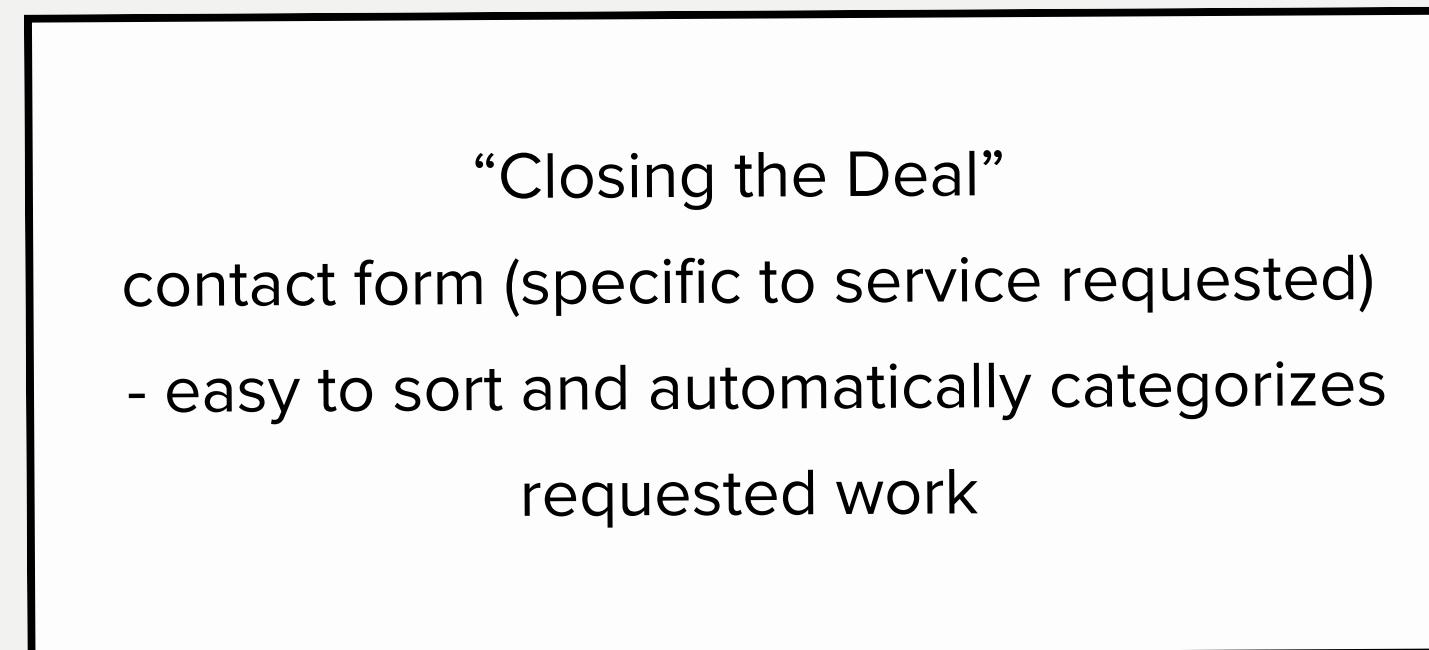
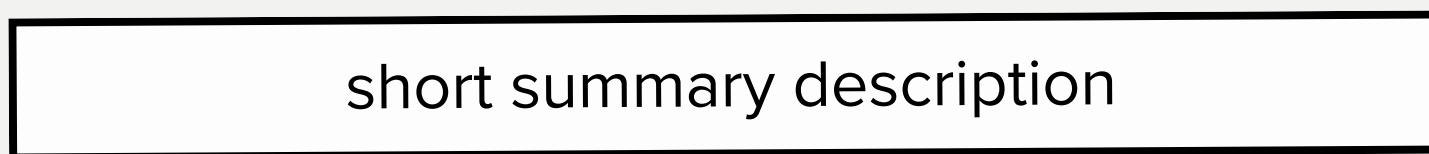
Main Page



Product/Service Page



Product/Service “Store”



title and image/design for top section

short description beneath title with consistent themes

in site contact submission

Current Website Update Recommendations

Category	Description	Recommendation
Technical	EVFleet.tools page cannot be reached (Free Program Resources)	Fix technical error or remove link from website
General: Free Program Resources Page	Optony's intentions of including Purpose of Free Program Resources page on website is unclear	Get rid of section of website ... (<i>if elements are necessary incorporate them into other sections of the website</i>)
General: Free Program Resources Page	No-cost Technical Assistance link/title is confusing (no clear story line)	Move article as part of the projects section instead of on Free Program Resources section to prevent confusion
General: Footer	Careers section is part of the footer causing it to appear at the bottom of every page, same CTA on every page	Only include " submit your resume " section on careers page, delete it from the footer so it does not appear on every page
General: Footer	Lower part of footer does not contain any categories or links to other pages of the website	Add footer elements include company logo and sections: <i>About Us, Corporate Social Responsibility, Corporate New, Careers, Contact Us, Partner Programs, Investor for easy navigation</i>

Current Website Update Recommendations

Category	Description	Recommendation
General: Service Page	Service page is broke up into a few categorized sections with minimal descriptions for each and lacks clear continued progression to what client should do after this page (dead end page)	Ideally each section would go to its own page with further in depth explanations and showcased previous work examples
General: Project Page	Project page has all types of work listed in grid format	Categorize work by industry for more content clarity to clients
General: Project Page	Each individual project page has the company name partnership in title and short description of work that the organization does and how Optony helps the organization reach their goals	Make individual product pages more engaging by including: <i>images, partnership logos, more in-depth story telling/explanations (use client-facing language), specific statistics & data to show Optony's direct positive impact, shorten titles (keep it 4-6 words) for easy navigation and to maximize engagement</i>

Current Website Update Recommendations

Category	Description	Recommendation
General: Project Page	Each individual project page has the company name partnership in title and short description of work that the organization does and how Optony helps the organization reach their goals	Include more data to allow customers to learn more about the different services Optony offers. Ideally each section would go to its own page with further in depth explanations and showcased previous work examples.
General: Energy Insights Page	List of articles/updates about Optony	Categorize each type of article/update post so client can easily select what kind of content they want to read
General: Energy Insights Page	Each individual article page	Add elements to article: <i>date published, author, introduction & conclusion for longer articles, images, graphs/charts</i>
General: Contact Us Page	Contact Us page has Optony email and google form on page	Reformat page and include: <i>company name at top, in site embedded submission form, working hours, company locations, chatbot feature, email/email support section with those specific hours</i>

Next Steps

1. Set ideal criteria and goals for website analyses
2. Website analyses, rankings, and benchmarking
3. Write analyses paper on findings and suggestions
4. Create Optony mock website
5. Create final presentation of completed work and explanations

