WHAT’S THE VALUE OF OUR CONTENT?

OUR CHALLENGE

- Help REI Outdoor Programs increase its business with the highest possible return on investment
- Make a case for the value of great web content to earn more investment of REI staff, budget, and resources
- Determine overall content quality and effectiveness
- Prepare for the development of a taxonomy and the migration to a new content management system (CMS)

OUR SOLUTION

- Conduct a comprehensive content inventory to find all existing content, not just popular or well-maintained pages
- Implement a quantitative content audit against 60+ metrics to find quick wins and longer-term opportunities
- Perform a qualitative content audit using 16 standard user experience (UX) heuristics from Forrester Research
- Prioritize recommendations to guide REI’s next steps

OUR OUTCOMES

- An estimated $1,000,000 of search engine optimization (SEO) findings
- 2,187 pages audited with recommendations to improve content findability, usability, and overall quality
- Increased REI Outdoor Programs’ ability to inspire, educate, and outfit people for a lifetime of outdoor adventure and stewardship