

RESOURCES

Resource Hub

Web Behavior Data
Sitemap
Low Fidelity Wireframe
UX Research

CD-1784

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Q3 2020 Overview

- △ Low overall engagement with resources landing pages during normal browsing activity
- △ Large amount of navigation between guides and webinars pages, which supports a more unified navigation pattern

36,345

Unique Pageviews

0.68% of website pageviews
Mostly driven by product tour
clicks from the home page

1:43

Average Time on Page

29% lower than overall website

61.81%

Average Bounce Rate

15.3% lower than overall website



Entrance Paths - Resources Section

Navigation Architecture (Previous Content Group)	Pageviews	% Pageviews
Resources	29,202	69.95%
Digital Marketing Landing Pages	7,290	17.46%
Blog Articles	2,763	6.62%
Home Page	872	2.09%
Solutions	373	0.89%
Product	280	0.67%
Services	129	0.31%
Partners	124	0.30%
Case Studies	121	0.29%
Blog Categories	85	0.20%
Essentials Home	78	0.19%
Customer Examples	63	0.15%
Control Panel	48	0.11%
(not set)	39	0.09%
Demo	36	0.09%
Company	27	0.06%
Essentials Pricing	27	0.06%

- Top entrance paths - resource links on digital marketing landing pages, blog articles and solutions pages, driving directly to landing pages
- Second entrance path - main navigation clicks and footer from home and product pages

Top clicks from /resources/

Next Page Path		Pageviews	% Pageviews
www.bigcommerce.com/resources/guides/		385	12.12%
www.bigcommerce.com/blog/		339	10.67%
www.bigcommerce.com/essentials/		215	6.77%
www.bigcommerce.com/product/		144	4.53%
www.bigcommerce.com/		115	3.62%
www.bigcommerce.com/solutions/fashion/		111	3.49%
www.bigcommerce.com/resources/webinars/		94	2.96%
www.bigcommerce.com/services/		89	2.80%
grow.bigcommerce.com/api-economy-and-its-impact-on-ecommerce.html		84	2.64%
www.bigcommerce.com/blog/affiliate-marketing/		67	2.11%
www.bigcommerce.com/blog/category/enterprise-ecommerce/executives-corner/		66	2.08%
www.bigcommerce.com/blog/dropshipping-companies/		61	1.92%
www.bigcommerce.com/dm/new-era-headless-cdl-white-paper/		49	1.54%
www.bigcommerce.com/enterprise-pricing/		46	1.45%
www.bigcommerce.com/showcase/		42	1.32%
www.bigcommerce.com/case-study/		39	1.23%
www.bigcommerce.com/saas-opex-cdl-white-paper/		39	1.23%
www.bigcommerce.com/blog/best-ecommerce-website-design/		34	1.07%
www.bigcommerce.com/partners/become-a-partner/		31	0.98%
www.bigcommerce.com/request-a-demo/		27	0.85%

- △ Low click-through rate to featured content, only about 17% of clicks
- △ Users are primarily browsing through main navigation when visiting resources



Top clicks from /resources/guides/

Next Page Path	Pageviews	% Pageviews
www.bigcommerce.com/saas-opex-cdl-white-paper/	702	12.19%
www.bigcommerce.com/essentials/	391	6.79%
www.bigcommerce.com/blog/	308	5.35%
www.bigcommerce.com/dm/ecommerce-rfp-template-cdl/	301	5.23%
www.bigcommerce.com/	287	4.98%
www.bigcommerce.com/resources/webinars/	222	3.85%
www.bigcommerce.com/dm/new-era-headless-cdl-white-paper/	211	3.66%
grow.bigcommerce.com/api-economy-and-its-impact-on-ecommerce.html	202	3.51%
www.bigcommerce.com/product/	194	3.37%
www.bigcommerce.com/distributors-guide-to-enabling-ecom/	146	2.53%
www.bigcommerce.com/retail-innovation-cdl-white-paper/	138	2.40%
www.bigcommerce.com/request-a-demo/	136	2.36%
grow.bigcommerce.com/omnichannel-cdl-report.html	124	2.15%
www.bigcommerce.com/services/	102	1.77%
grow.bigcommerce.com/insider-secrets-to-b2b-success-cdl-ebook.html	96	1.67%
www.bigcommerce.com/b2b-maturity-model-cdl/	85	1.48%
www.bigcommerce.com/showcase/	81	1.41%
www.bigcommerce.com/solutions/headless-commerce/	78	1.35%
www.bigcommerce.com/resources/	75	1.30%

- △ Featured guide gets the vast majority of engagement
Action: Display the highest value asset in this placement, rotate regularly
- △ “Select the Right Ecommerce Platform for Your Business” is significantly higher



Top clicks from /resources/webinars/

Next Page Path		Pageviews	% Pageviews
www.bigcommerce.com/product-tour/		266	15.29%
www.bigcommerce.com/resources/guides/		146	8.39%
www.bigcommerce.com/		116	6.67%
support.bigcommerce.com/university		106	6.09%
www.bigcommerce.com/essentials/		93	5.34%
www.bigcommerce.com/blog/		87	5.00%
grow.bigcommerce.com/how-we-buy-webinar.html		82	4.71%
www.bigcommerce.com/facebook-webinar/		57	3.28%
www.bigcommerce.com/case-study/		53	3.05%
www.bigcommerce.com/google-webinar/		47	2.70%
www.bigcommerce.com/shopify/		46	2.64%
www.bigcommerce.com/product/		41	2.36%
www.bigcommerce.com/events/		35	2.01%
www.bigcommerce.com/terms/		33	1.90%
www.bigcommerce.com/services/		30	1.72%
login.bigcommerce.com/login		26	1.49%
www.bigcommerce.com/avalara-webinar-2019/		25	1.44%
www.bigcommerce.com/request-a-demo/		24	1.38%
www.bigcommerce.com/resources/		21	1.21%
www.bigcommerce.com/solutions/fashion/		16	0.92%

- Featured webinar (product tour) gets the vast majority of engagement
Action: Display the highest value asset in this placement, rotate regularly
- Buried “BigCommerce University” link gets high engagement
Action: This supports including training and video content

Background

The resource page should be a simple page on our blog, highlighting useful posts and information about specific topics we blog about. Our resource page currently doesn't display all of our updated resource information and doesn't offer excellent user flow.

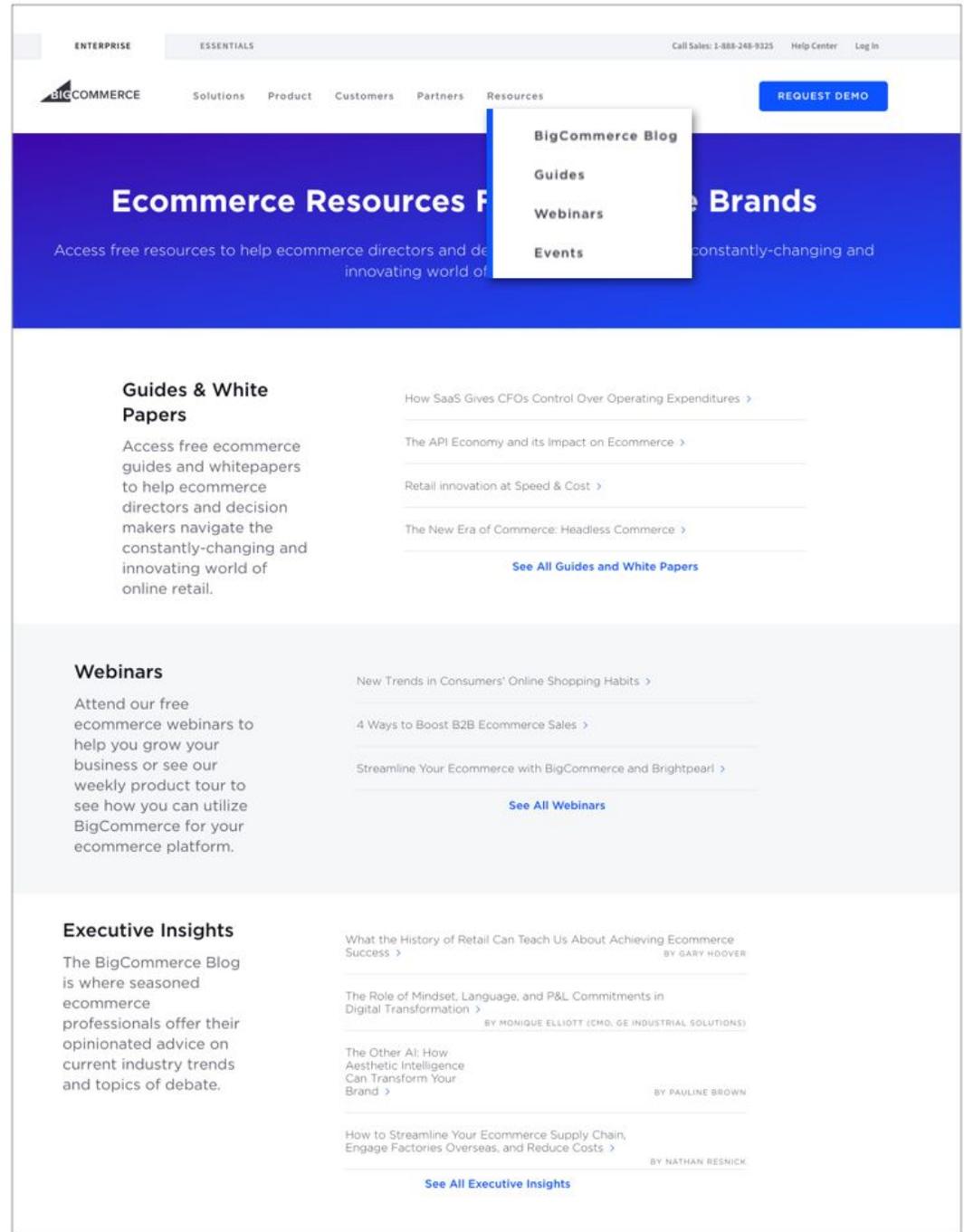
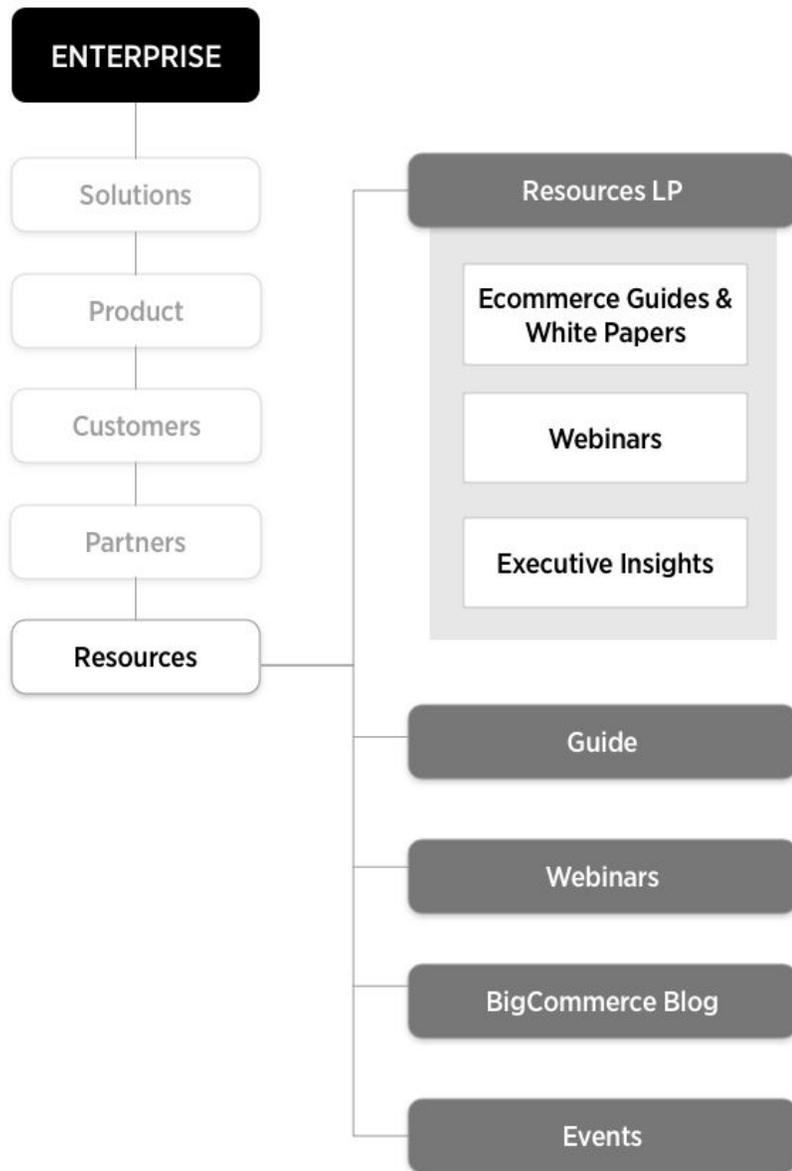
We have lots of room to create and improve the user journey. As a result, users can get the information they're looking for easily, but we can increase our CTR and support our service's best quality with improvements.

UX Goal

We need to provide a better user experience since we increased resource information and added content. Users can easily find any information through the resource hub page. We can also let users find it in multiple ways because everyone searches for things differently, so they need to accommodate this by having various user journeys. The idea is to create a go-to resource so that users can find our very best content quickly.

UX Principles

- Educate our audience
- Allow the audience to find information quickly
- Increases the stickiness of the page
- Engage audience to share our content, which then spreads our brand
- Improve our CTR rates for better organic rankings and SEO
- Help to ensure customer's business is a success by providing information for decision making



<https://www.bigcommerce.com/resources/>

ENTERPRISE

Resources LP

<https://www.bigcommerce.com/resources/#>

BigCommerce Blog

<https://www.bigcommerce.com/blog/>

Guides

<https://www.bigcommerce.com/resources/guides/>

Webinars

<https://www.bigcommerce.com/resources/webinars/>

Events

<https://www.bigcommerce.com/events/>

ESSENTIAL

Help Center

<https://partners.bigcommerce.com/directory/>

App Store

<https://www.bigcommerce.com/apps/>

Theme Store

<https://www.bigcommerce.com/theme-store/>

Partner Services

<https://partners.bigcommerce.com/directory/>

BigCommerce Services

<https://www.bigcommerce.com/essentials/services/>

BigCommerce Blog

<https://www.bigcommerce.com/blog/>

Webinars

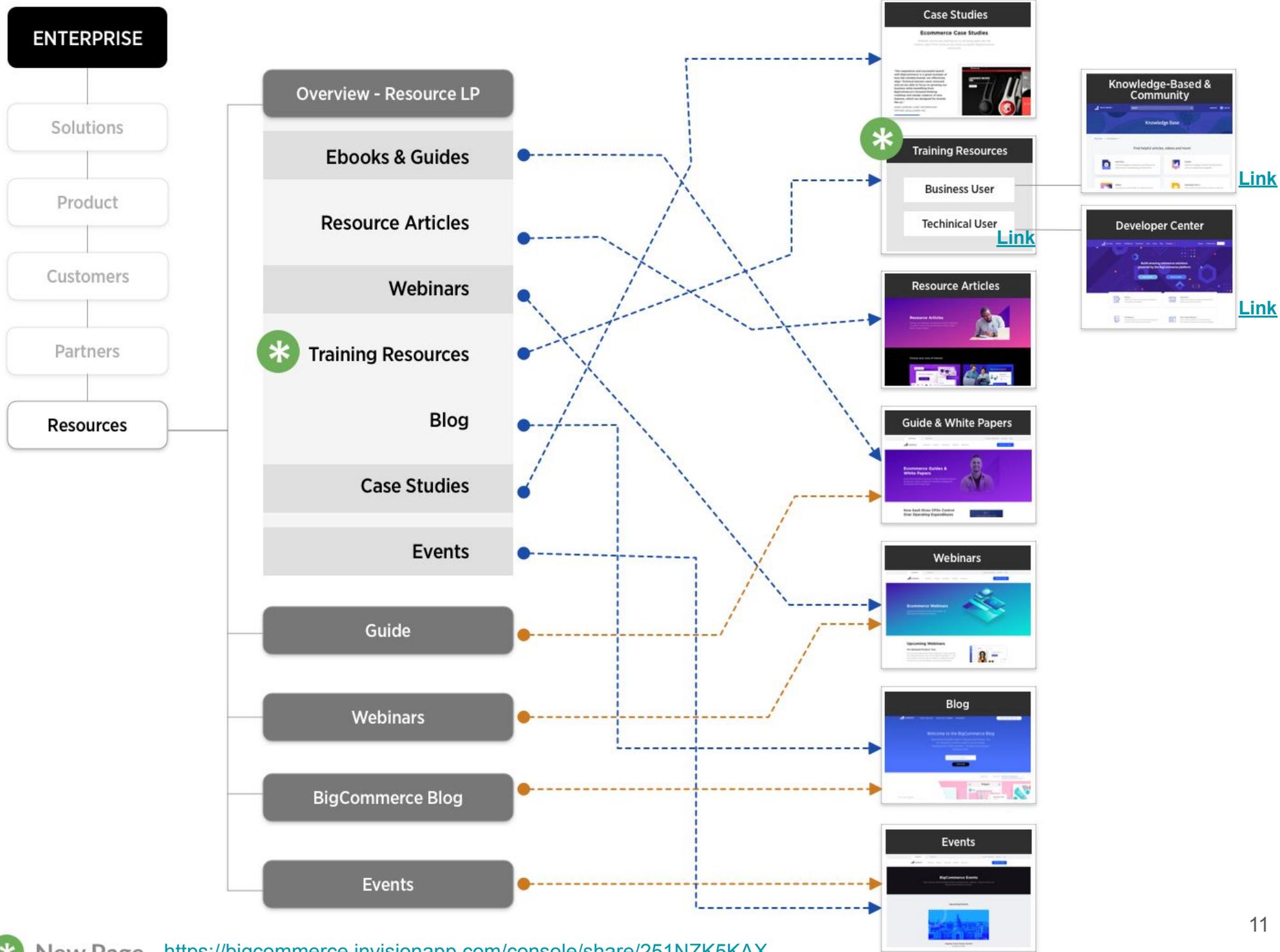
<https://www.bigcommerce.com/resources/webinars/>

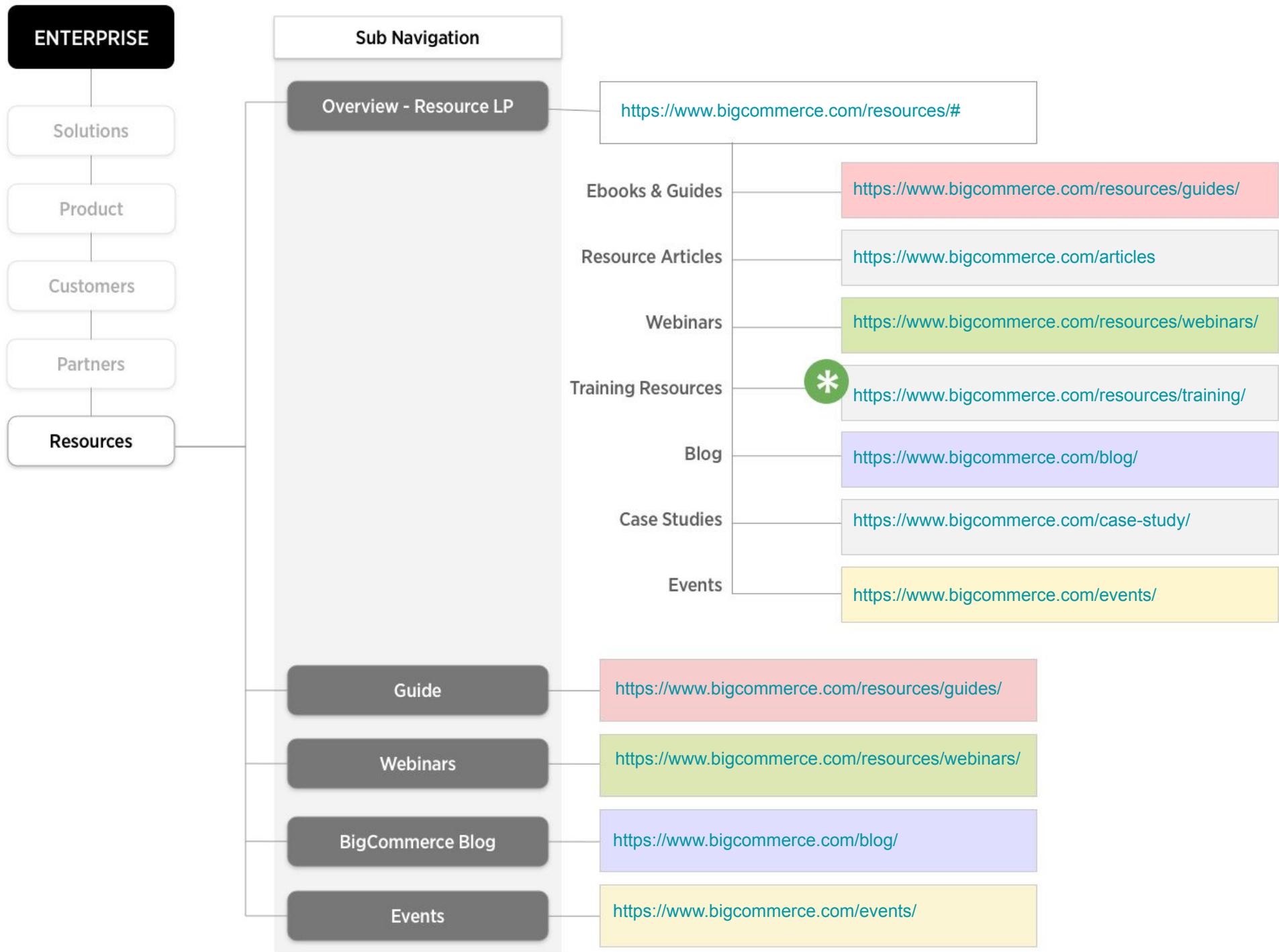
BigCommerce Community

<https://support.bigcommerce.com/s/community>

Documentation & Videos

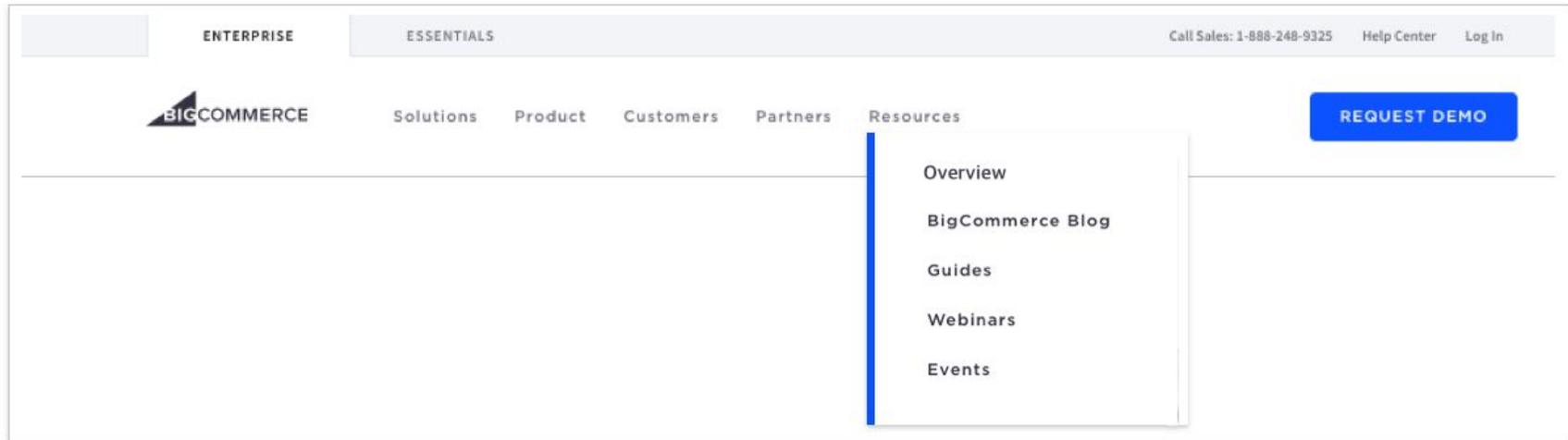
<https://support.bigcommerce.com/s/knowledge>



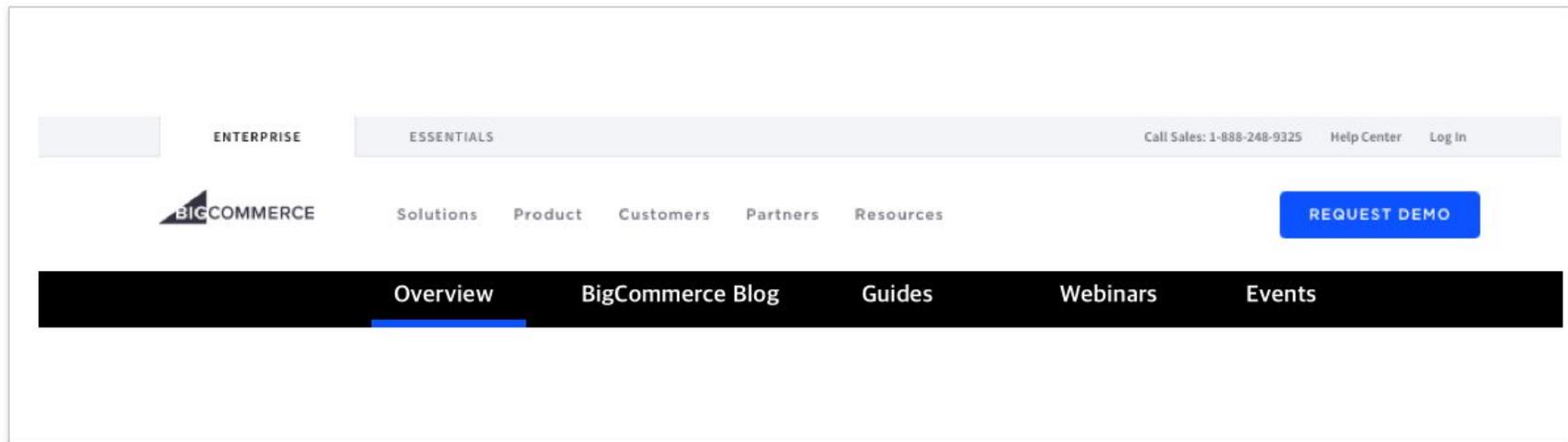


Type of Navigation Menu

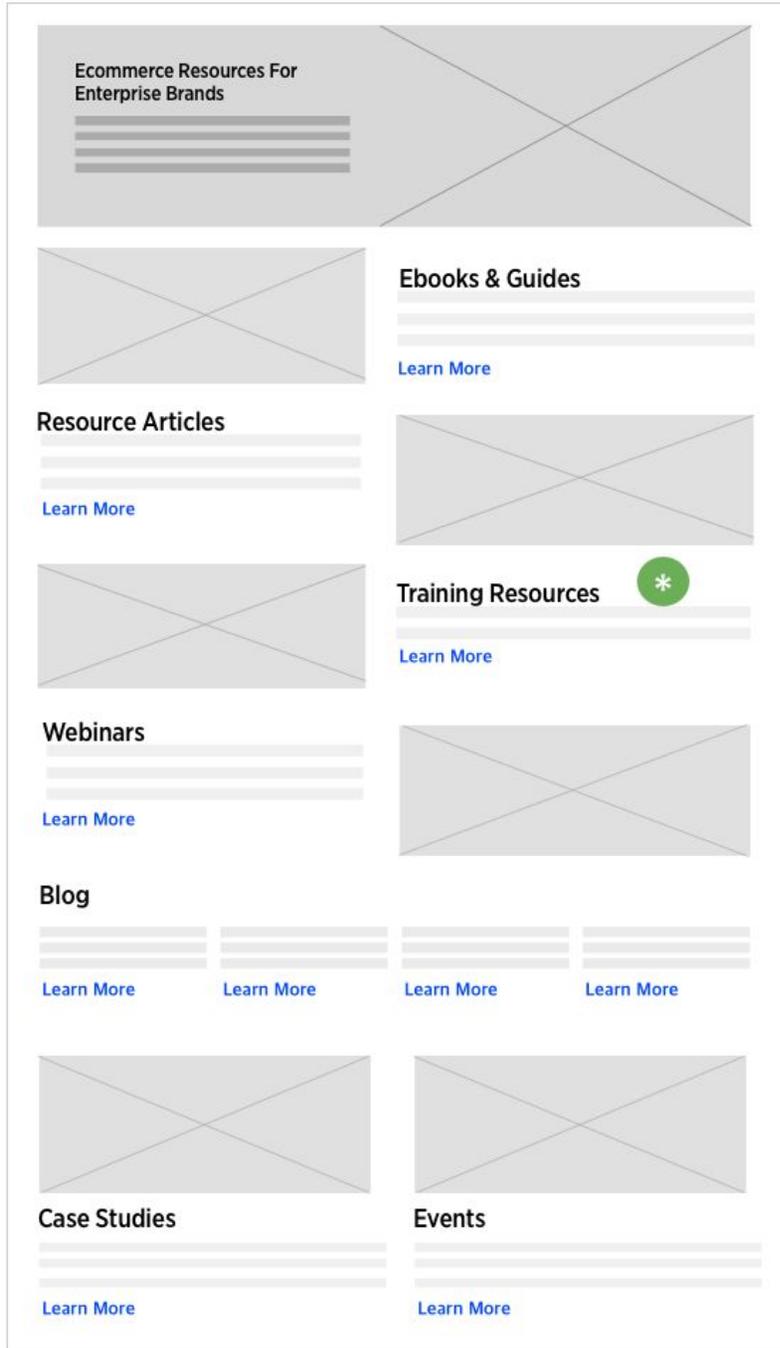
Navigation Opt 1



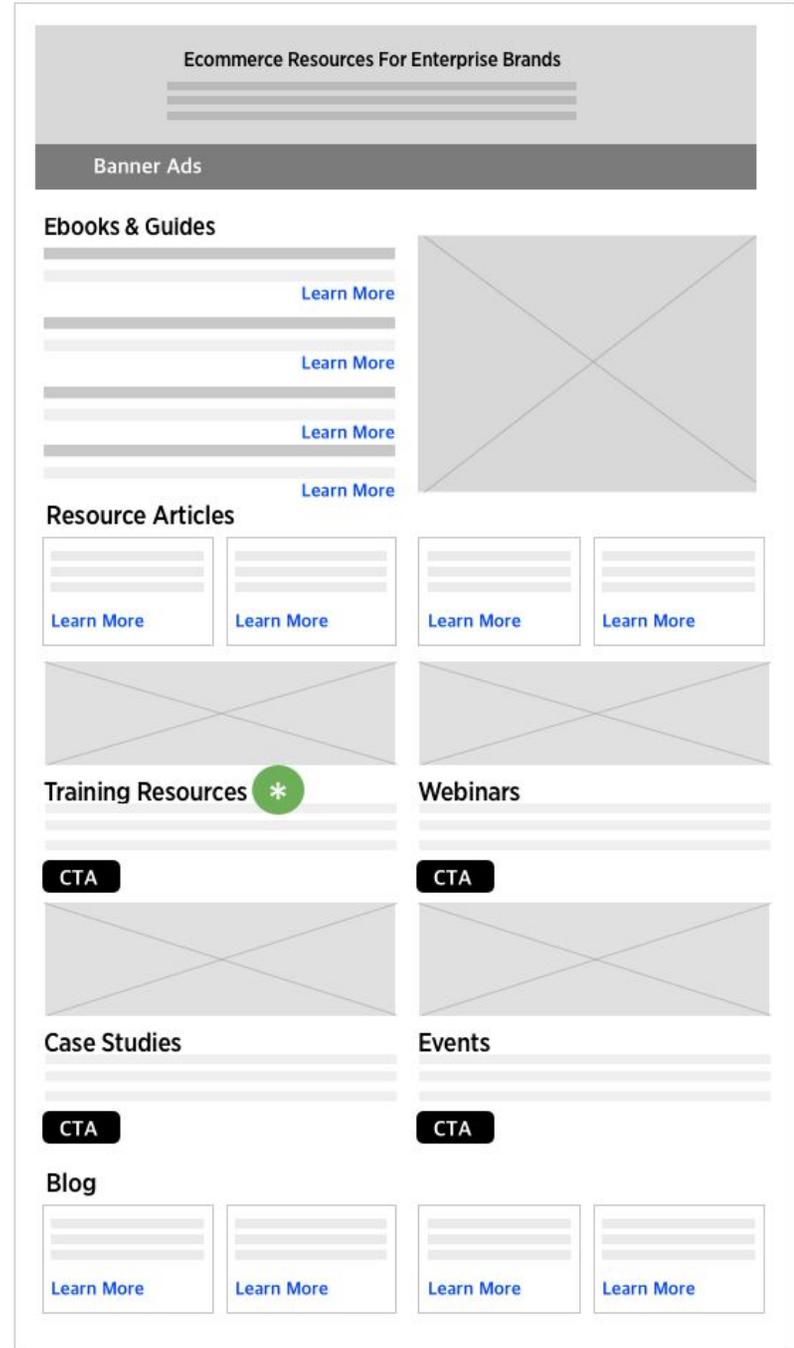
Navigation Opt 2



LP Layout Opt1



LP Layout Opt2



LP Layout Opt3

Ecommerce Resources For Enterprise Brands

Banner Ads

Ebooks & Guides

Learn More See All Guides →

Resource Articles

Learn More See All Resource Articles →

Training Resources *

Learn More See All Training Resources →

Webinars

Learn More See All Webinars →

Blog

Learn More See All Blogs →

Case Studies **Events**

Learn More Learn More

LP Layout Opt4

Ecommerce Resources For Enterprise Brands

Ebooks & Guides

CTA

Resource Articles

CTA

Training Resources *

CTA

Webinars

CTA

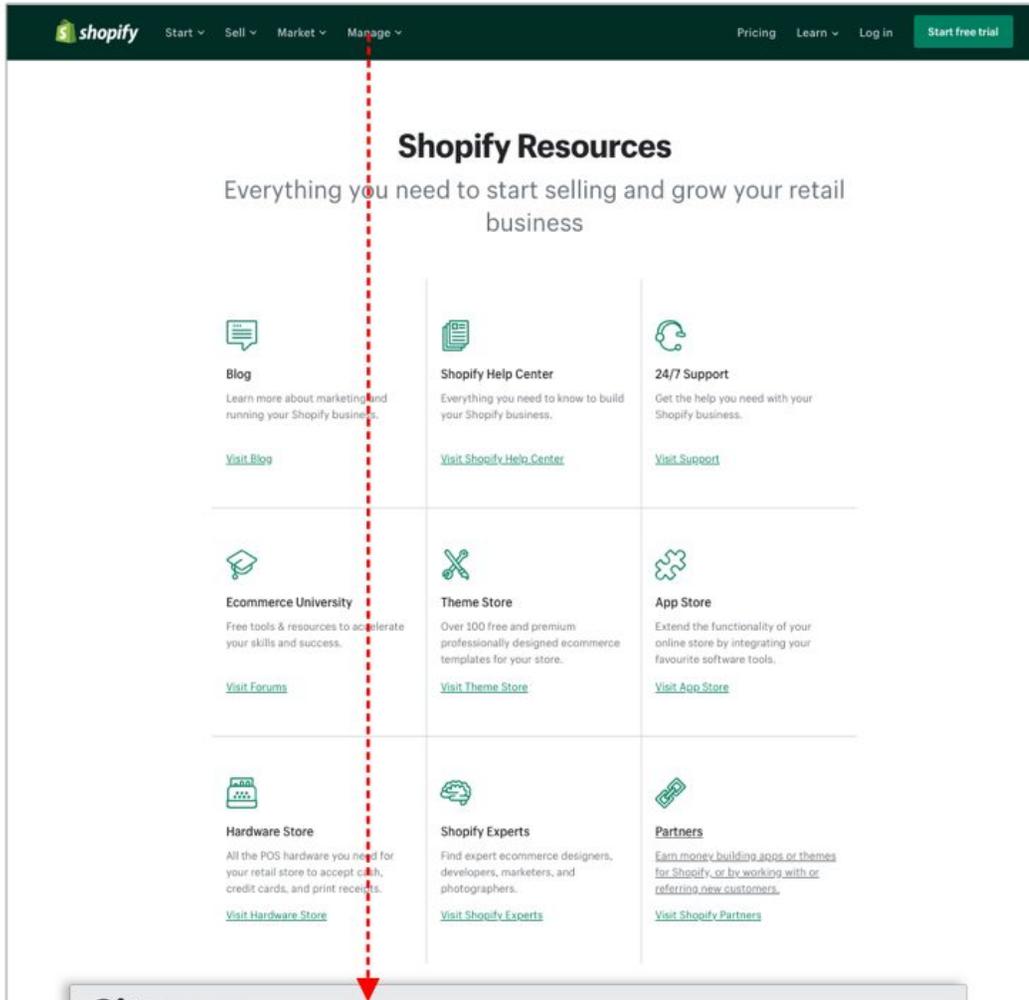
Blog

Learn More Learn More Learn More Learn More

Case Studies **Events**

CTA CTA

Resource Page UX Research



Shopify Resources
Everything you need to start selling and grow your retail business

<p>Blog</p> <p>Learn more about marketing and running your Shopify business.</p> <p>Visit Blog</p>	<p>Shopify Help Center</p> <p>Everything you need to know to build your Shopify business.</p> <p>Visit Shopify Help Center</p>	<p>24/7 Support</p> <p>Get the help you need with your Shopify business.</p> <p>Visit Support</p>
<p>Ecommerce University</p> <p>Free tools & resources to accelerate your skills and success.</p> <p>Visit Forums</p>	<p>Theme Store</p> <p>Over 100 free and premium professionally designed ecommerce templates for your store.</p> <p>Visit Theme Store</p>	<p>App Store</p> <p>Extend the functionality of your online store by integrating your favourite software tools.</p> <p>Visit App Store</p>
<p>Hardware Store</p> <p>All the POS hardware you need for your retail store to accept cash, credit cards, and print receipts.</p> <p>Visit Hardware Store</p>	<p>Shopify Experts</p> <p>Find expert ecommerce designers, developers, marketers, and photographers.</p> <p>Visit Shopify Experts</p>	<p>Partners</p> <p>Earn money building apps or themes for Shopify or by working with or referring new customers.</p> <p>Visit Shopify Partners</p>

Sitemap

Home	Resources	Help Center	Ecommerce by Industry
Homepage	Blog	Shopify Help Center	Sell handbags and purses
Start	Free stock photos	Contact Shopify	Sell antiques
Start your business	Free tools	API documentation	Sell art
Sell	Forums	Theme support	Sell stock photography and images
Sell everywhere	Theme Store	Company	Sell baby clothes
Sales channels	App Store	About	Sell clothes
	Guides	Careers	Sell t-shirts
	Podcasts		

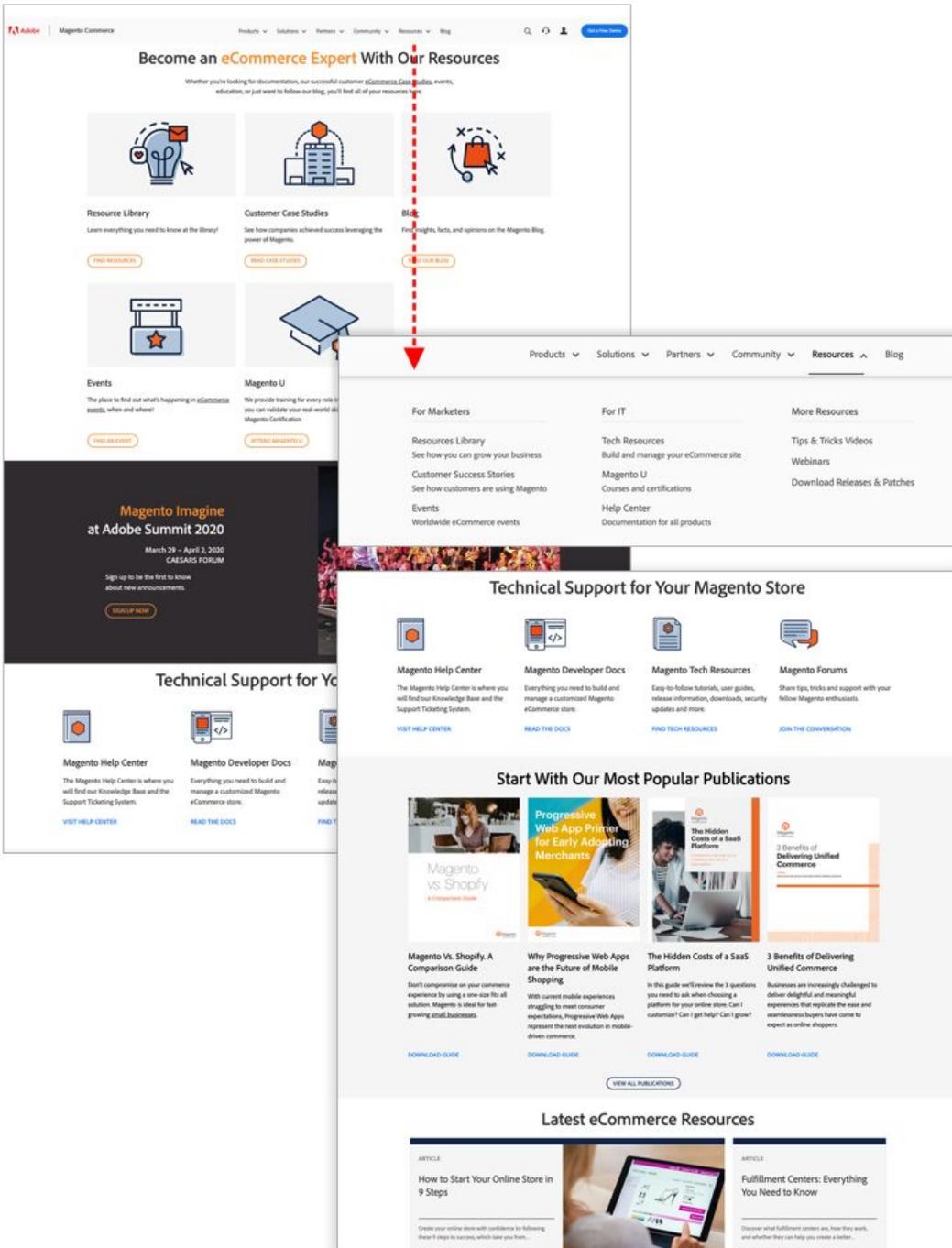
Takeaways

Shopify has a very standard resource page. It's straightforward with icons. This page has nothing that stands out, but if users drill down into the second level of the pages, there is plenty of information.

There are some things different about Shopify's resources. Most other SaaS companies include the resource CTA on the main navigation, but for some reason, Shopify doesn't.

Key Features

- Blog
- Shopify Help Center
- 24/7 Support
- eCommerce University
- Theme Store
- App Store
- Hardware Store
- Shopify Experts
- Partners



Takeaways

Magento has three categories of resources which are "For marketers," "For IT," and "For more." They are well organized, and the landing page represents most of the contents as the navigations on the dropdown menu. They provide users multiple options. Magento resource page has lots of video series compared to others.

We have "Case Studies" under "Customers", but Magento combines "Customer Success Stories" under the resources. On the Resources Library, each content tile has the indicator called "exclusive contents," so users have to fill out the form to watch the webinar. We have a similar form, but we have a different overall user experience.

Key Features

For Marketers:

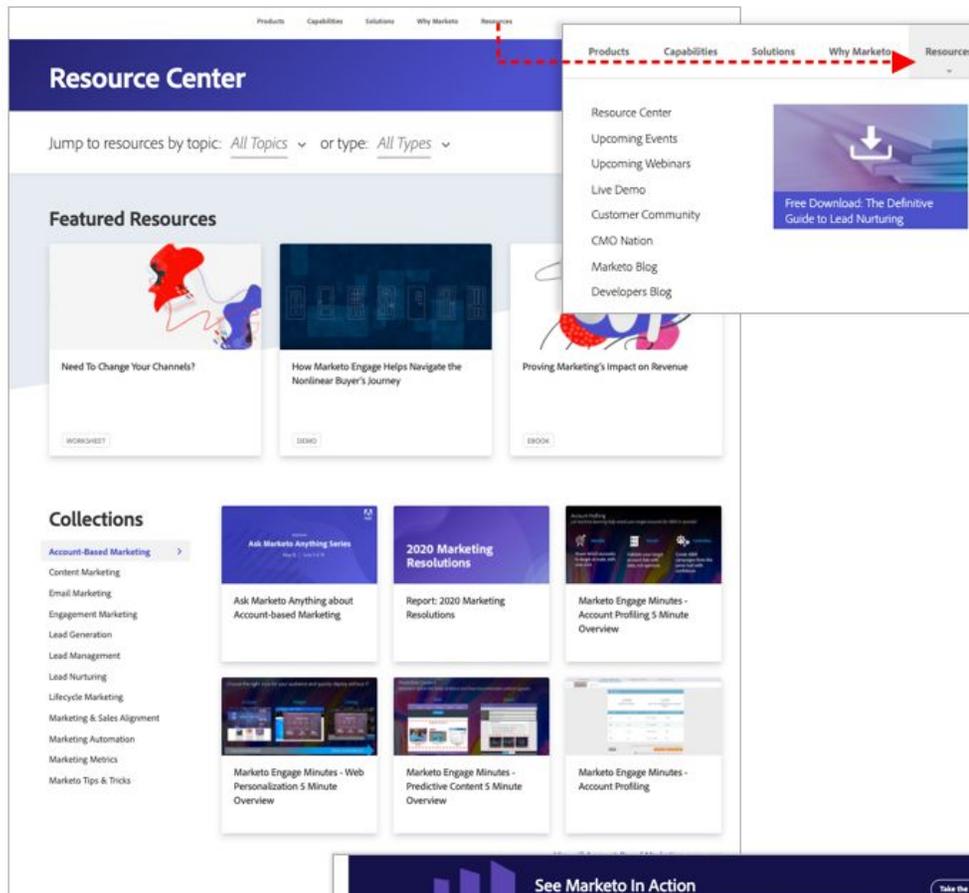
- Resource Library
- Customer Success Stories
- Events

For IT:

- Tech Resources
- Magento U
- Help Center

More Resources:

- Tip & Tricks Videos
- Webinars
- Download Release & Patches



Takeaways

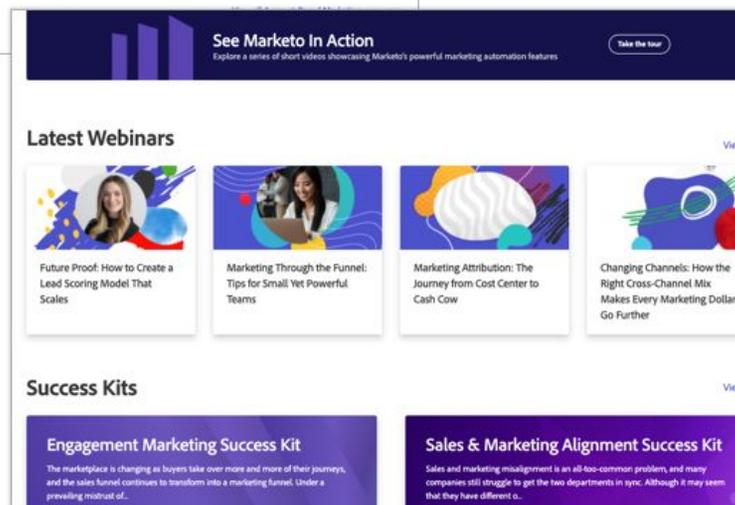
The home page quickly draws the user to key topics and important resources to keep users from feeling overwhelmed at the volume of content. Each of the key landing pages starts with big, authoritative pieces of ungated content. The secondary dropdown menu is split by topic and type, so users can quickly choose the resources that interest them.

It combines the tile layout and sidebar navigation and displays plenty of resources on the main page. It helps access what they're looking for. It's very similar to our ICP page design.

The resource center LP is very busy. It could be simplified to clarify and highlight those top issues more clearly.

Key Features

- Resource Center
- Upcoming Events
- Upcoming Webinars
- Live Demo
- Customer Community
- CMO Nation
- Marketo Blog
- Developers Blog



The screenshot displays the Oracle Technical Resources website. At the top, there is a navigation bar with links for Products, Resources, Support, and Events, along with a 'View Accounts' button. Below the navigation bar, a 'Technical Resources from Oracle' section features a grid of six resource categories: Downloads, Documentation, Support, Training, Community, and More. Each category has a list of sub-items and a link to 'All [Category]'. A red dashed line highlights the 'Resources' tab in the navigation bar and the corresponding content area. Below the grid is a search bar labeled 'Search Oracle.com'. The 'Featured Tech Resources' section follows, with a sub-header 'Explore resources, events, and programs to advance your expertise in Oracle Cloud applications and infrastructure.' It contains four featured articles: 'Oracle Developer Live—MySQL: The #1 Open Source Database', 'Java at 25: Enhancements Solidify Market Leadership', 'Software Firm Names Oracle Its Primary Cloud Provider', and 'New Oracle Cloud Free Tier Services Are Now Available'. At the bottom, a 'What's New in Oracle Technology' section is partially visible, showing articles like 'Working with Oracle Cloud Infrastructure Object Storage', 'Machine Learning: Performance on Autonomous Database', and 'Data Science applications Learning'.

Takeaways

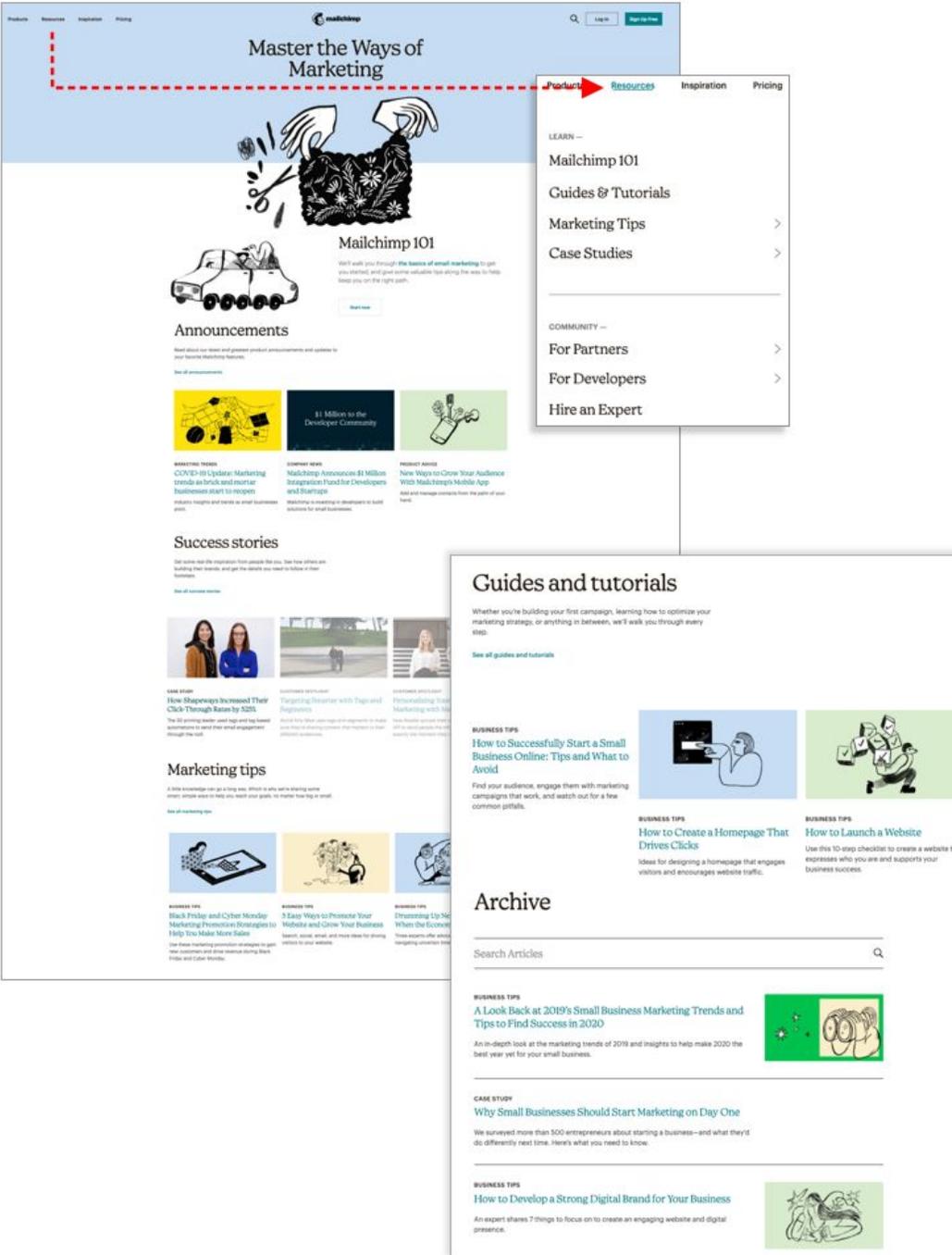
It enables users to quickly identify the type of content that they're looking for. However, it seems the dropdown sub-navigation is overloaded. Using icons can make this user-friendly even though it's not the best icon design.

The search content is useful to find other resources, and "what's new Oracle technology" shows the most recent information as a beneficial feature. Also, using carousels is that they enable more than one piece of content to occupy the same piece of prime real estate on the page.

Key Features

- Downloads
- Documentation
- Supports
- Training
- Community
- More
- Featured Tech Resources
- What's New in Oracle Technology

This screenshot shows the Oracle navigation menu, which is a dropdown list of links. The menu is organized into several sections: 'About Oracle' (including Analyst Reports, Business Practices, Corporate Responsibility, Corporate Security Practices, Customer References, Investor Relations, and Oracle's response to COVID-19), 'Blogs', 'Buy and Renew Online', 'Community Forums', 'Consulting', 'Documentation', 'Financing', 'Software Downloads', 'Support Offerings', and 'Support Renewals'. There is also a 'View Accounts' button at the top right of the menu.



The screenshot shows the Mailchimp Resources page with several callouts highlighting key sections:

- Master the Ways of Marketing**: A red dashed box highlights the main title at the top of the page.
- Resources**: A red arrow points to the 'Resources' tab in the top navigation menu.
- Mailchimp 101**: A callout box highlights the 'Mailchimp 101' section, which includes a sub-header 'We'll walk you through the basics of email marketing to get you started, and great extra valuation tips along the way to help keep you on the right path.' and a 'Start Now' button.
- Guides and tutorials**: A callout box highlights the 'Guides and tutorials' section, which includes a sub-header 'Whether you're building your first campaign, learning how to optimize your marketing strategy, or anything in between, we'll walk you through every step.' and a 'See all guides and tutorials' link.
- Archive**: A callout box highlights the 'Archive' section, which includes a search bar and a list of articles.

The main content of the page includes:

- Announcements**: A section for recent news and product updates.
- Success stories**: A section for user testimonials and case studies.
- Marketing tips**: A section for various marketing advice articles.
- Guides and tutorials**: A section for in-depth guides and tutorials.
- Archive**: A section for a collection of past articles, searchable by keyword.

Takeaways

Mailchimp has clear and straightforward titles and excellent visual cues to go with their resources. They use the title, highlighted on the top of the page "Mailchimp 101," a super guide for getting started!

The archive feature allows users easy access, retaining previous resources that are still valuable for long periods.

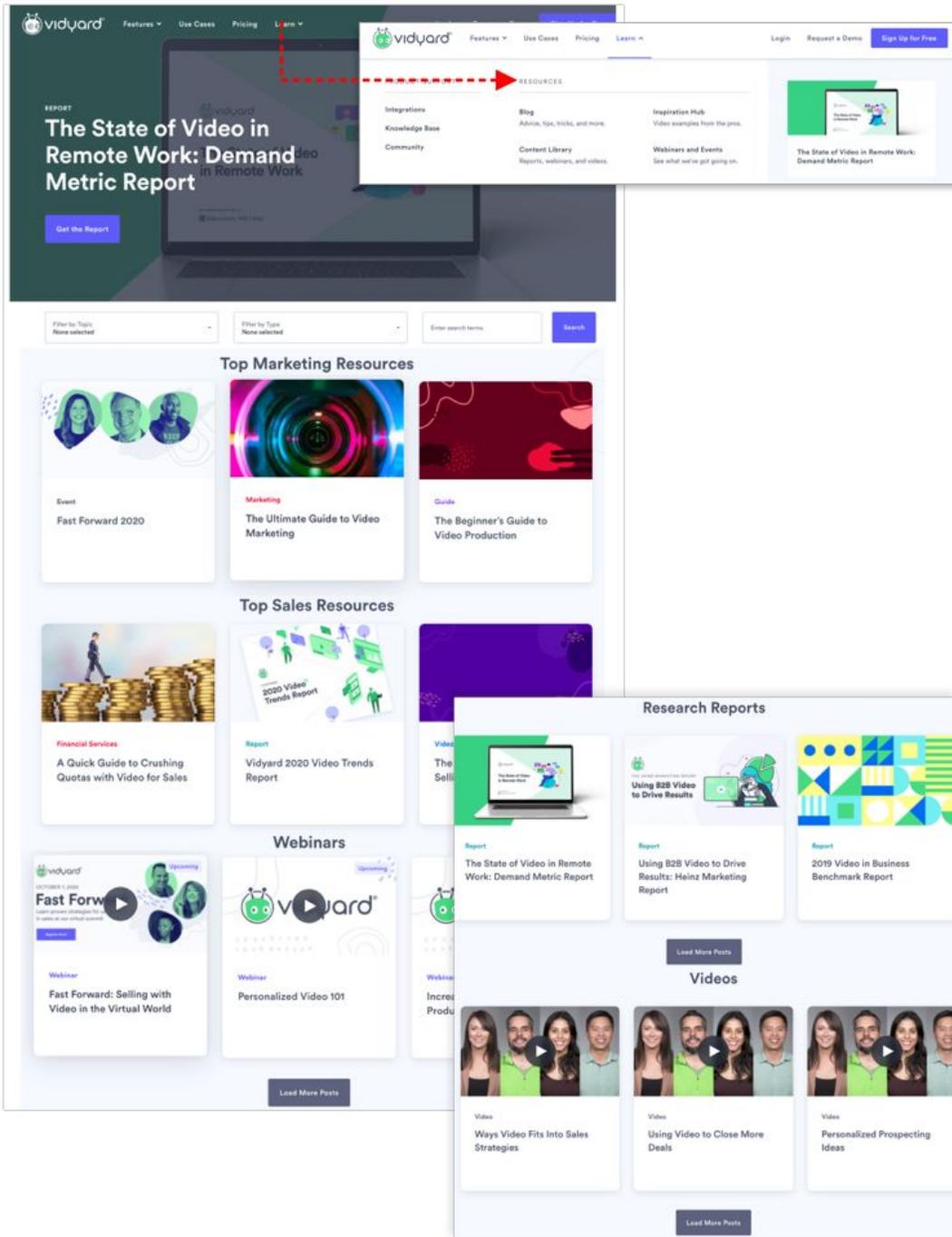
Key Features

Learn:

- Mailchimp 101
- Announcements
- Success stories
- Marketing tips
- Guides and tutorials
- Archive

Community:

- For partners
- For developers
- Hire an expert



The screenshot displays the Vidyard Resources page with a navigation menu and a main content area. The navigation menu includes options for Features, Use Cases, Pricing, Learn, Login, Request a Demo, and Sign Up for Free. The main content area is divided into several sections:

- Top Marketing Resources:** Includes an Event titled "Fast Forward 2020", a Marketing guide titled "The Ultimate Guide to Video Marketing", and a Guide titled "The Beginner's Guide to Video Production".
- Top Sales Resources:** Includes a Financial Services report titled "A Quick Guide to Crushing Quotas with Video for Sales", a Report titled "Vidyard 2020 Video Trends Report", and a Video titled "The State of Video in Remote Work: Demand Metric Report".
- Webinars:** Includes a Webinar titled "Fast Forward: Selling with Video in the Virtual World" and another titled "Personalized Video 101".
- Research Reports:** Includes a Report titled "Using B2B Video to Drive Results: Heinz Marketing Report" and another titled "2019 Video in Business Benchmark Report".
- Videos:** Includes three video thumbnails with titles: "Ways Video Fits Into Sales Strategies", "Using Video to Close More Deals", and "Personalized Prospecting Ideas".

Filter options are visible at the top of the content area, including "Filter by Topic" (None selected), "Filter by Type" (None selected), and a search bar. A "Load More Posts" button is located at the bottom of each section.

Takeaways

Vidyard's resource page contains filter options by "Topic," "Type," and "Terms." It makes searching in different ways flow smoothly. We have a similar filter on Case Study and Career. It can make for a better user experience. We may consider adding the filter option on the resources page as well.

Each module has "Load More" CTAs. It creates a shortcut to see additional content instead of opening another page. They combine stock photos and illustrators to ensure users can quickly identify the type of content they're looking for.

Key Features

- Blog
- Inspiration Hub
- Content Library
- Webinars and Events
- Research Reports
- Sales Resources
- Top Marketing Resources

The screenshot displays the Bynder Resources page. At the top, there is a navigation menu with links for Products, Solutions, Pricing, Customers, Resources, and Partners. A 'Book a demo' button is also visible. The main heading is 'Resources' with a sub-heading 'Explore our centralized resource center, covering everything from feature overviews to customer stories and industry insights'. Below this is a search bar and a category filter set to 'All'. The page is divided into several sections:

- Essentials for DAM:** A grid of six content cards including 'Video Brand Studio feature overview', 'DAM integrations playbook', 'Executive guide: 3 models for digital transformation', 'DAM comparison guide', 'Ultimate Guide to DAM Integrations', and 'DAM RFP for your business'.
- What our customers say:** A section featuring customer stories from Keune, Knight Frank, Siemens Healthineers, Health Insurance, Milestone, and Klarna.
- Essentials for brand management:** A grid of three content cards including 'Think locally, act globally: Localizing content with Bynder', '2020 State of Branding Report', and 'Brand growth playbook'.
- The DAM Toolkit Series:** A grid of three content cards including 'DAM integrations playbook', 'The definitive digital transformation toolkit', and 'Bynder ROI and Analytics toolkit'.

On the right side of the page, there is a 'RESOURCES' sidebar with a dropdown menu showing 'Guides', 'Blog', 'Videos', 'Webinars', 'Knowledge Base', and 'Service & Support'. Below this, there are 'FEATURED' articles with titles like 'Video Brand Studio feature overview', 'DAM vs. Online File Storage Solutions', 'The State of Branding Report: COVID-19 Edition', 'OnBrand', 'Digital Rights Management', and 'File Management'.

Takeaways

Bynder resources page comes with search, dropdown filter, and horizontal navigation which is inside page even though the secondary navigation is on the top. Each of these functions is convenient to find the resources quickly on the same page instead of opening another page or tap. It's a common practice to create what is called a category filter.

However, it is unclear when the user selects one category because it doesn't display any selected category indicator after clicking.

The block design is simply listed with the same visual style. It can create a go-to resource to find the very best content easily, but it needs to be more creative and visually engaging.

Key Features

- Guides
- Blog
- Videos
- Webinars
- Knowledge Base
- Service & Support