# Apex Coach View Page Optimization

https://www.apexbpm.com/products/apexCoachViews
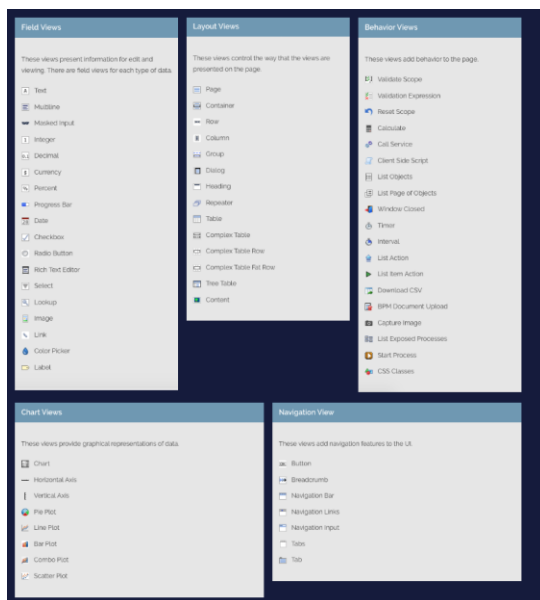
## Recommended Approach

Step 1 – explore development capabilities

Show following examples and get feedback - can they utilize this type of functionality?

- Conversion Optimized Page: https://www.tslmarketing.com/b2b-search-engine-optimization-seo
  - With conversions being a main focus, creating a page with the buyer's journey in mind is key. This means giving users multiple opportunities to explore content that is meaningful to them.
- UX Optimized Content: https://www.fairbanksmorse.com/man-28-33-stc
  - The accordion-style dropdown menus on this sample page are a great solution to having long lists of critical information around a solution – in this case, the 'Coach Views Included.' Utilizing this functionality allows for a significantly shorter page and gives the user control over what information they decide to consume. It also allows for content to live on the site as live text so that it can be crawled by google then ultimately found by users.



- Responsive across devices: https://www.tslmarketing.com/pricing/b2b-search-engine-optimization

○ On the lower part of this page is a table that is built to be responsive across devices while allowing the content to live as 'live' text on the site. The 'support options' section would be well suited to this type of functionality.

| Benefit | Free | Basic | Premium | Unlimited |
|---|---|---|---|---|
| Releases | ✔ | ✔ | ✔ | ✔ |
| Fixes (latest release) | ✔ | ✔ | ✔ | ✔ |
| Examples | ✔ | ✔ | ✔ | ✔ |
| Tutorials | ✔ | ✔ | ✔ | ✔ |
| Defect Tickets | ✔ | ✔ | ✔ | ✔ |
| Feature Requests | ✔ | ✔ | ✔ | ✔ |
| Prioritized Fixes (all supported releases) | | ✔ | ✔ | ✔ |
| Prioritized Feature Requests | | ✔ | ✔ | ✔ |
| Hot Fixes | | ✔ | ✔ | ✔ |
| Build Tool and Source Files | | ✔ | ✔ | ✔ |
| 'How To' Tickets | | | ✔ | ✔ |
| User Experience Design Assistance | | | ✔ | ✔ |
| Implementation Design Reviews | | | ✔ | ✔ |

## Recommended Next Steps

- Create wireframe and get approval on specific functionality / layout with Apex before progressing to design (wireframe needs clear labels & notes)
- The Wireframe will be mapped to the design & content doc
- Determine whether a fully-customized design (PSD) is required, or if we should supply individual images that are labeled and mapped to the Wireframe & Content doc
- Send Apex a 'package' that includes Wireframe, Images or Design file, and Content Doc

## Notes from internal call:

- Website design – one page – digital infographic minus copy / or blend complete copy into the project
  ○ Pricing needs help from Sarah
- Development – they want the look, build is going to be handled by them
- Create wireframe/design - page will exist within the website (same nav/banner/colors/fonts/images/etc)
- https://www.apexbpm.com/products/apexCoachViews
- Table-based layout? Sidebar?