

The Building Products line accounts for 50% of the company's business, so we tackled that first. This is one of the design specifications the Web development team produced in 2010 and 2011. I created the basic outline and contributed some of the suggested personas and scenarios. The text on the right indicates additional resources we thought of using, or notes on what type of content was to be developed next.

Design specifications for version 2 microsite - building products

goals	attract building owners and managers support contractors offer documents to spec writers	http://www.facilitiesnet.com/ms/articlePrint.asp?id=3448
personas	architects spec writers - must be sure materials they specify will do the job the architect has assigned to them roofing contractors not currently doing business with Conklin Construction niches – non-roofing contractors looking to get into other areas Painters – current and wannabes Remodelers Farm outbuildings – paint and roofing construct facilities managers homeowners/DIY	wireframe content architects/spec writers page standards, certifications, approvals codes
scenarios	<ul style="list-style-type: none"> a. building manager – needs comparisons/cost-benefits/ a. building owner – all decisions made by individual vs. decisions made by hierarchy architects/spec writers - documents for specifications for building plans roofing contractors - profitability, high value products - "proof" that Conklin Roof Systems are high quality painting contractors - outline of product line paving contractors - environmentally friendly latex product homeowners/DIY - paint, asphalt, caulk, sealers - good instruction on use, environmentally friendly, safe	

wireframes customer centric, industry-specific

**user tests,
wireframes**

prototypes

copywriting

keyword	term	popularity	difficulty	
research, SEO	exterior paints	22,200	45	Steve and Lee-approved
	interior paints	18,100	51	Steve and Lee-approved
	asphalt sealer	22,200	36	
	protective coatings	40,500	45	Steve and Lee-approved
	aluminum paint	49,500	57	
	rustproofing	33,100	39	Steve and Lee-approved
	crack filler	18,100	36	
	polyurethane coatings	6600	36	
	reflective coating	22,200	39	Steve and Lee-approved
	reflective paint	27100	45	
	polyurethane sealant	12100	33	
	adhesive caulk	8100	36	
	acrylic latex caulk	3600	36	Steve and Lee-approved
	wood sealer	22200	45	
	asphalt coating	14800	48	

user-centered keywords

rehab

renovation

teardown

tearoff

house refurbishing

**interactive
features** recoating vs. repair
greater emphasis on dsire database and its usefulness
Conklinize energy star literature
DOE energy efficiency of roof

As our discussions continued every week, everyone got more adept at defining appropriate personas and scenarios. We also got more systematic about labeling various types of content. I added the questions about “who needs these products, what are their characteristics, what do Prospects/customers do to solve their problems, reach their goals? Who are they accountable to?”

health and home version 2 microsite design specifications

goals	leads for IBOs support for customers and IBOs recruit new IBOs		existing content that can be adapted Melvin Chupp MOX before-after pictures
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personas	consumers, cleaning services, janitors, retail outlets Tie in with building and farming Joint support – roofers, contractors	who needs these products? What are their characteristics?	NH0600_001_0810_Newsletter_HH.pdf link out to preventive-health-guide page
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What would each persona want from the site?

scenarios	industrial strength - versatile, easy to use, economical make cleaning easier and faster grill cleaner - barbeques - grill masters biodegradable where applicable economy, comparisons, laundry detergent comparisons before and after pictures probiotic - explain, describe digestive health, bone support, energy, weight loss targeted and essential nutrition - explanation, more content use Blue Man usage guide research articles	what do prospects/customers do to solve their problems, reach their goals? who are they accountable to?	www.preventive-health-guide.com/Nutritional-supplements.html Also answer questions posed in page on vitamins info pages
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ask Sharon for weight loss success stories

link to articles about probiotics
submit inhouse articles to sites
live strong

wireframes

user tests, wireframes **prototypes** **copywriting**

keyword research/SEO term	popularity	difficulty
rust remover	74000	33
rust removers	2900	30
heavy duty cleaner	49500	48
remove mold	49500	51
remove grease	33100	48
tile grout	110000	45
soap scum	40500	33
clean tile	201000	54
industrial cleaner	74000	36
industrial cleaning	135000	54
janitorial supplies	201000	45
industrial cleaning supplies	18100	39
janitorial products	74000	36
industrial cleaning supply	49500	36
non toxic cleaning	9900	45
removing rust	27100	36
remove rust	90500	36
floor cleaning	201000	54
floor wax	74000	51
floor cleaner	550000	39
floor cleaners	165000	36
green cleaners	33100	51
liquid cleaner	40500	36
citrus cleaner	18100	45
eco friendly cleaning	14800	48
laundry cleaner	40500	48
roof cleaner	14800	36
disinfectant	301000	57
sanitizing	165000	48
sanitizers	74000	51
hand cleaner	165000	51
laundry liquid detergent	40500	48
liquid laundry detergent	40500	45
liquid detergent	74000	36

mold removal	135000	39
remove grease from	18100	48
stain removal	246000	42
hard water stains	22200	36
ceramic tile cleaning	18100	45
grout cleaning	110000	36
tiles cleaning	27100	48
how to clean tile grout	12100	45
clean ceramic tile	12100	45
how to clean marble	12100	51
janitorial supply	49500	36
hand lotion	165000	51
hand cleaner	165000	51
body lotion	1220000	48
hair conditioner	450000	51
shampoo and conditioner	246000	39
damaged hair	165000	48
skin creams	165000	51
sensitive skin cream	27100	45
dry skin cream	60500	45
healthy skin cream	18100	39
skin lotions	90500	48
hand cleaners	49500	39
hand cleaner waterless	2400	36
citrus hand cleaner	880	30
body lotions	135000	42
skin body lotion	40500	48
hand and body lotion	18100	36
hair conditioners	90500	45
damaged hair conditioner	12100	36
hair shampoo conditioner	40500	42
nutritional supplements	1,100,000	24
bioavailability	33,100	5
vitamins	6,120,000	357

glycoproteins	14,800	2
antioxidants	246,000	42
phytonutrients	9,900	7
lactose intolerance	135,000	36
plant sterols	18,100	10
essential nutrition	6,600	0
whole foods	1,830,000	159

interactive features

**user testing of final
prototypes**

final revisions

Launch

By this point we were really rolling. Catch phrases incorporated from sales collateral was were getting inserted a , we thought of dramatic visuals to help heighten the impact of the content, and we even got one of the R & D people to help us hammer out scenarios and resources for this product line.

Paints and coatings version 2 microsite design specifications

goals	<p>separate from roofing products microsite? No sell more paints and sealers support contractors using Conklin paints/sealers/caulk recruit more IBOs</p>		<p>existing content that could be adapted brush up on your painting /PS0700_001_0810_GuideBrushup.pdf interior touch-up painting tips 2_000863_14Touchup.pdf asphalt sealer compared to coal tar from PS0706_006_0107_ssAsphaltSys.pdf testimonial about MG wood sealer from PS0706_039578_005_0107_ssWoodSealer.pdf ShowKote paints benefit chart qualitypaintissmartchoice020806pdf.pdf links to - Rohm & Haas Paint Quality Institute</p> <p>http://www.paintquality.com/paint-professionals/business/selling-services.html reviews, testimonials Jeff Laikind find documentation on other products</p> <p>http://www.paintquality.com/paint-professionals/paint-design/index.html</p>
personas	<p>painters remodelers do-it-yourselfers driveway and parking lot contractors</p>	<p>who needs these products? What are their characteristics?</p>	
What would each persona want from the site?			
scenarios	<p>instructions for do-it-yourselfers list specific uses for products, with stories protection from water seepage - foundations leaky skylights problems with peeling, flaking, leaky exterior paints - pictures! peeling or old ceiling paint, water stained ceilings coverage issues asphalt - toxicity and longevity - ours is greener - latex-based, vs. petroleum based caulking - air leaks, heat escape, insulation, energy conservation Conklin caulk is flexible and durable coating metal with Alumify reduces UV deterioration, resists chalking, cracking, and checking- looks nicer longer ceiling paint spatters less, so less mess, easier use, better light diffusion for more pleasant room deck sealer - longevity - compare guarantees SK barn red - Higher levels of solids and binders result in smoother application with better color coverage. Superior adhesion, resists peeling and blistering. Withstands UV rays and environmental conditions for longer-lasting surfaces mildew fighters</p>	<p>what do prospects/customers do to solve their problems, reach their goals? who are they accountable to?</p>	
wireframes			<p>http://www.paintquality.com/paint-professionals/paint-tools/videos.html http://www.doityourself.com/scat/decoratingandpaint Wall-up to protect masonry PS0709_003301_078401C_0106_ssWall-Up.pdf Hank the Armadillo paint colors fan deck - picture of it on all/most pages put it in public catalog OR tell people they have to contact an IBO to get one</p>
user tests, wireframes			
prototypes			<p>primer recommendations for tinting Primer_Recommendations.pdf</p>

copywriting

keyword research/term

SEO	term	popularity	difficulty
	exterior paints	22,200	45 Steve and Lee-approved
	interior paints	18,100	51 Steve and Lee-approved
	protective coatings	40,500	45 Steve and Lee-approved
	rustproofing	33,100	39 Steve and Lee-approved
	reflective coating	22,200	39 Steve and Lee-approved
	acrylic latex caulk	3600	36 Steve and Lee-approved
	Energy-star rated coatings		Lee and Steve-suggested
	metal roof restoration		Lee and Steve-suggested
	reflective roof coating		Lee and Steve-suggested
	additional terms		
	aluminum paint	49,500	57
	polyurethane sealant	12100	33
	wood sealer	22200	45
	rust proofing	40500	36

interactive features

user testing of final prototypes

final revisions

Launch

chart of how to use Masterguard products
 Surface Prime With / Apply First Finish with
 Unpainted Sheetrock, Plaster, and
 Interior Woodwork
 Show Kote Interior Primer Show
 Kote Interior Paint

Ceilings n/a Show Kote Ceiling Paint
 Exterior Wood & Trim (Unpainted) Show Kote
 Exterior Primer Show Kote Exterior Paint
 n/a Master Guard Wood Sealer
 Hardboard, Wood Siding or Plywood (Unpainted)
 ShowKote Exterior Primer ShowKote Exterior Paint
 Master Guard® Wall Kote
 Exterior Wood & Trim, Hardboard,
 Wood Siding or Plywood (painted)
 n/a Show Kote Exterior Paint
 Master Guard® Wall Kote

Metal Metal Ready® Universal Alumify® Aluminum Paint
 Primed or Previously Painted Metal n/a Show Kote Exterior Paint
 Kolor Kote Finish Coat
 Above-Grade Concrete Block, Stucco,
 Non-glazed Brick
 Wall-Up® Masonry Coating Master Guard® Wall Kote
 Interior Masonry Surfaces,
 Below-Grade Masonry, and Concrete Block
 Wall-Up® Masonry Coating Show Kote
 Fiberglass, Plexiglas or Plastic Skylight Coating n/a

One coat of our Wood Sealer adds years of beauty to decks,
 fences, outdoor furniture, spa skirts, window frames and siding
 Ideal for pine, redwood, cedar, oak and properly aged and dried
 pressure-treated lumber Our formula restores wood and seals
 out moisture to help prevent cracking and splitting—all in just one
 coat! Color options include natural, redwood, light brown, dark
 brown and gray
 color swatch image