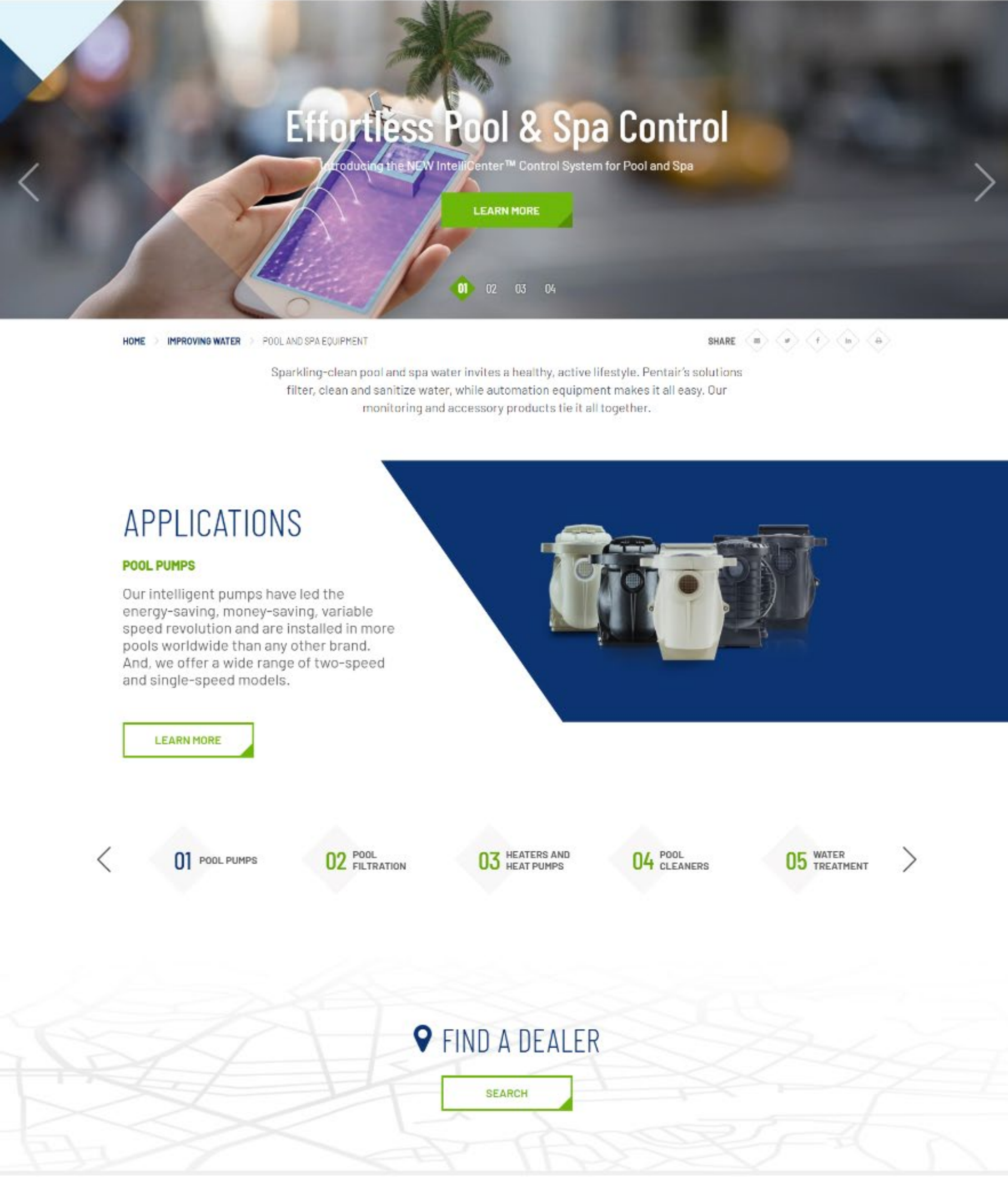




CASE STUDIES

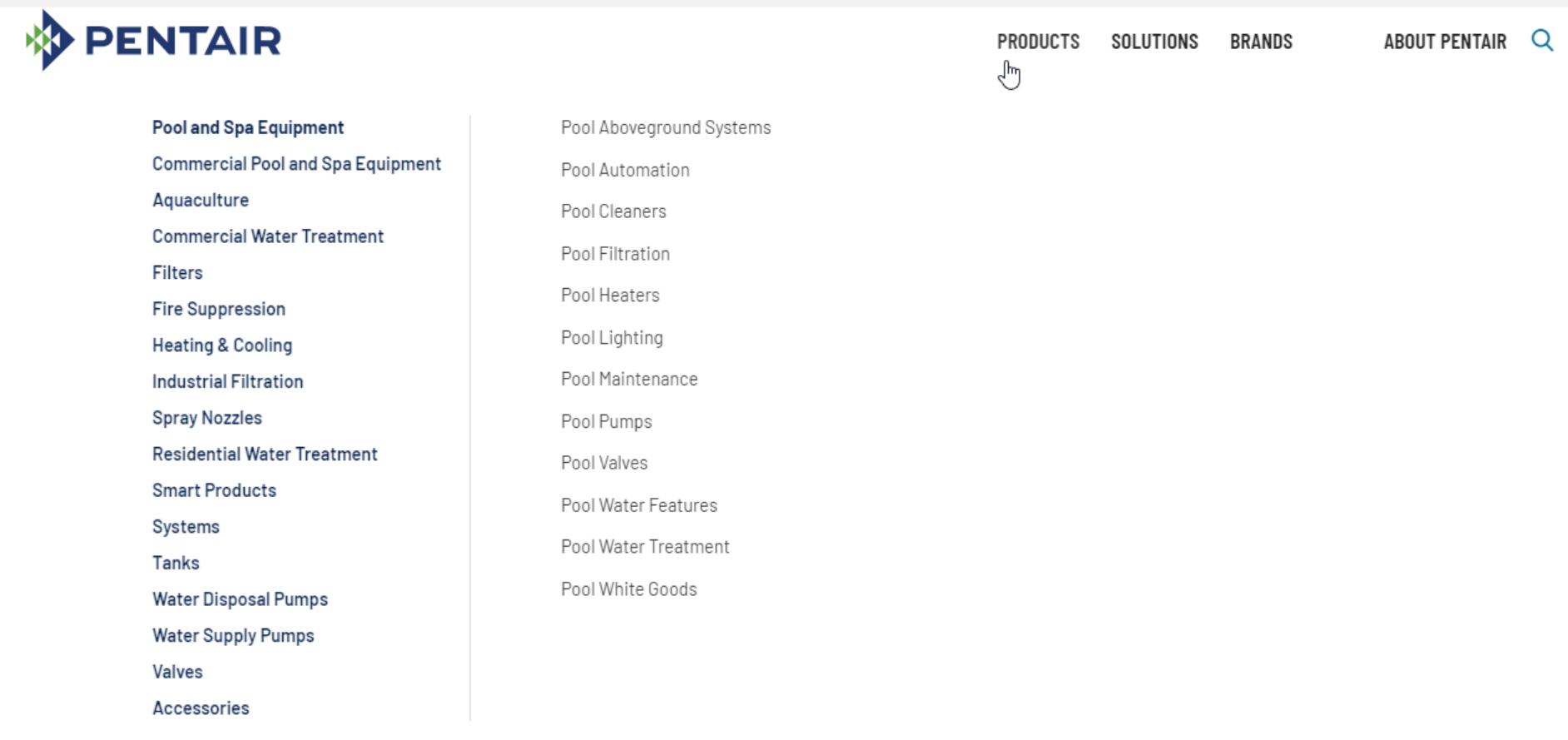
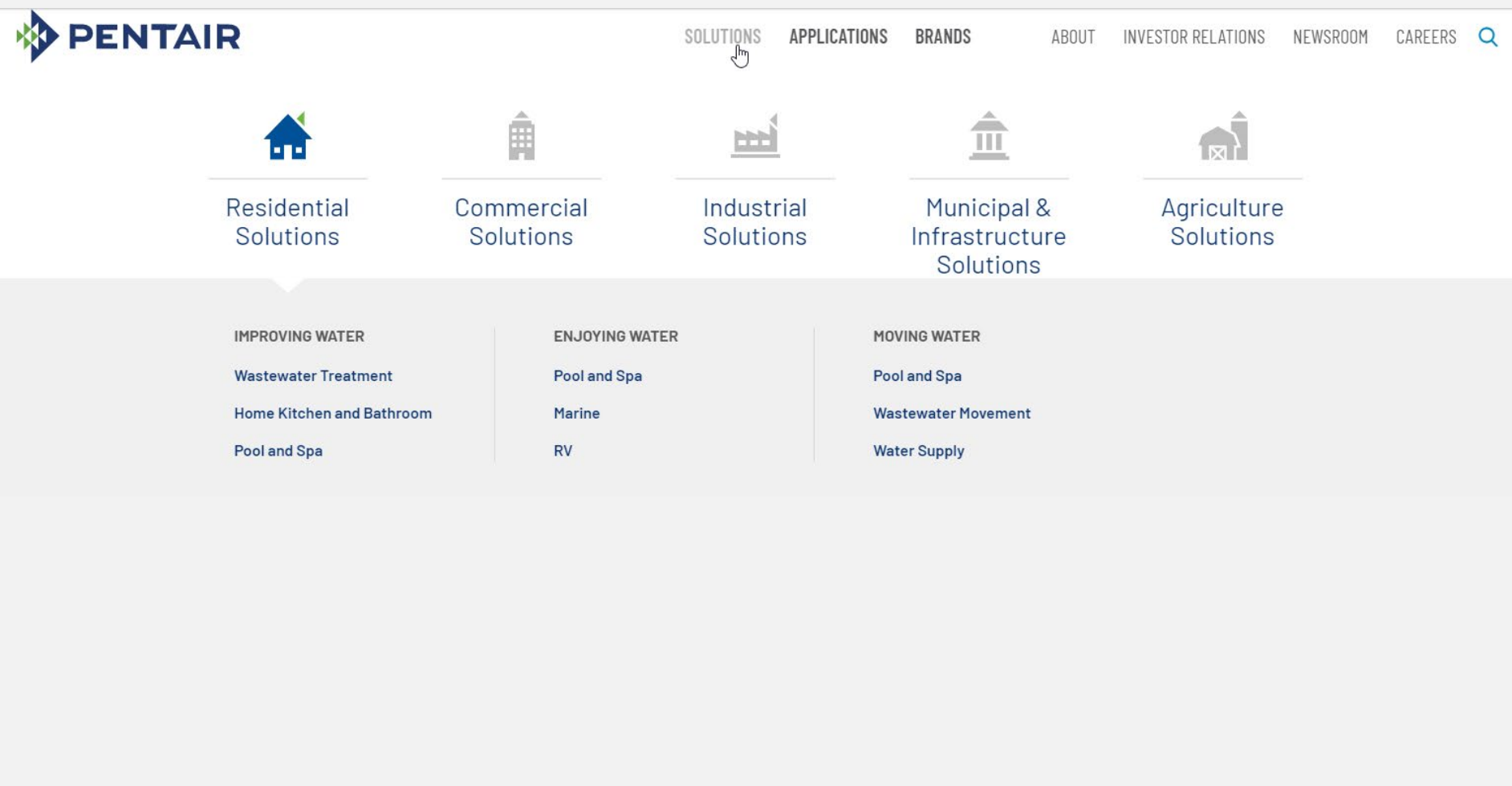
TIARA RICHARDSON



REIMAGINING PENTAIR.COM

PROBLEM: Pentair.com was redesigned and multiple websites were consolidated into one site. The new site left users confused, confusing taxonomy made it hard to navigate and parts of the design weren't user friendly. I was hired to help improve the experience after the launch.

GOAL: Improve the findability of critical information, evolve the design, increase user satisfaction and incorporate e-commerce.



REIMAGINING PENTAIR.COM

NAVIGATION: PHASE 1

PROBLEM: Unclear taxonomy; users were confused about where to find products, especially pool – the top seller.

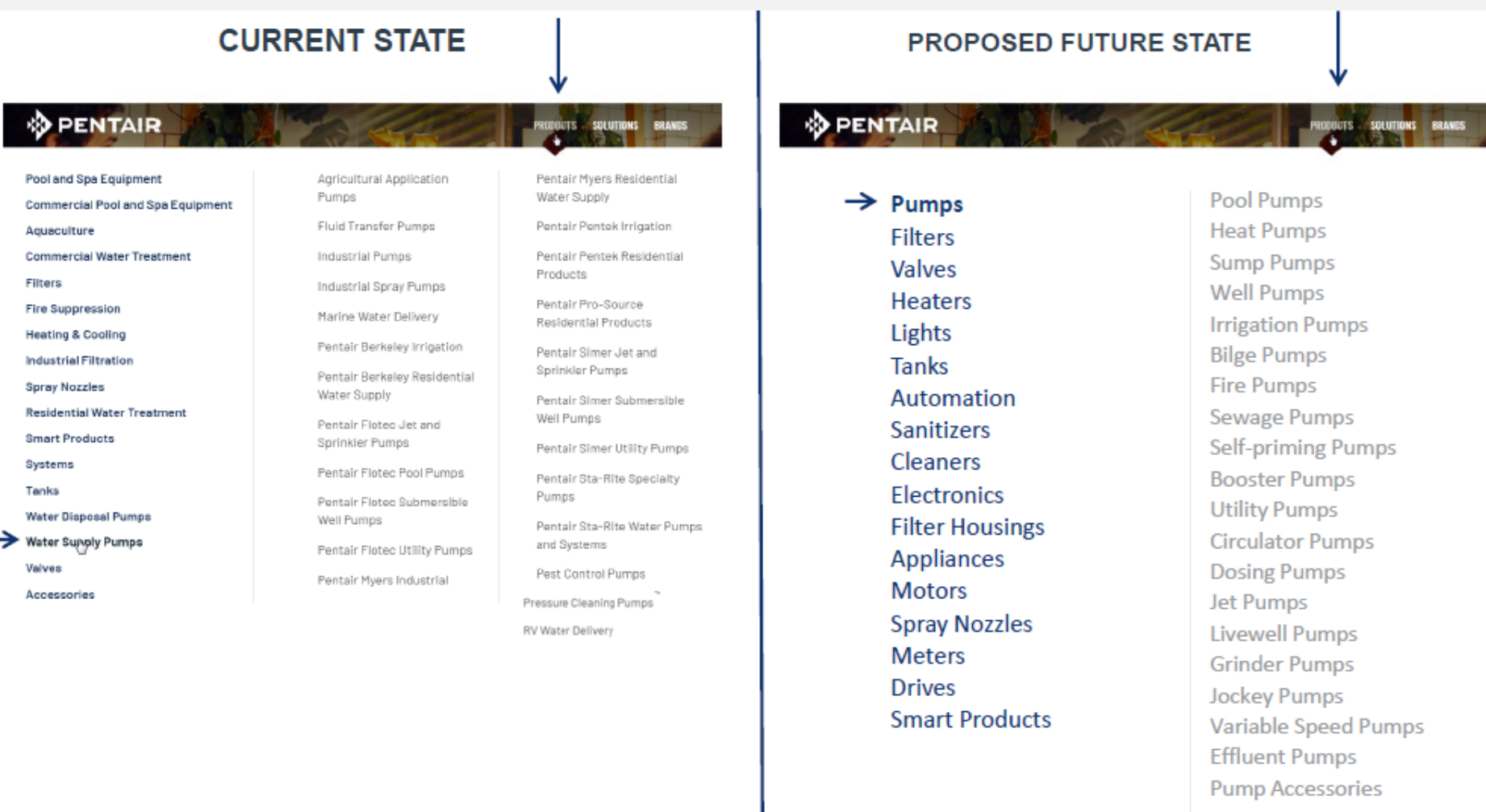
GOAL: Make navigation easy to understand and make items easier to find. Get buy-in on changes from C-suite executives, CEO, Marketing, Product, and Web Teams.

APPROACH: Review analytics, research best practices, SEO research, card sorting, remote user testing. Iterative, phased approach.

RESULTS: Added **Products** which allows users to get to products faster. Revised **Solutions** navigation & the eliminated **Applications** to reduce confusion and redundancy. Product nav still heavily segment based.

REIMAGINING PENTAIR.COM

NAVIGATION: PHASE 2

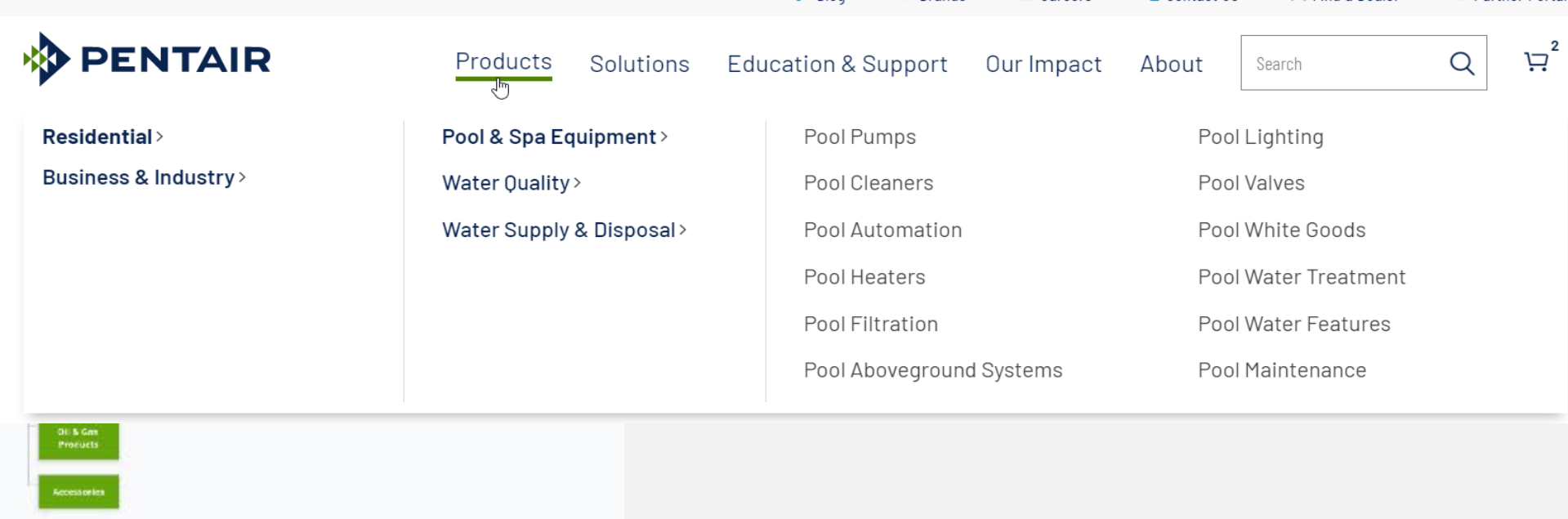
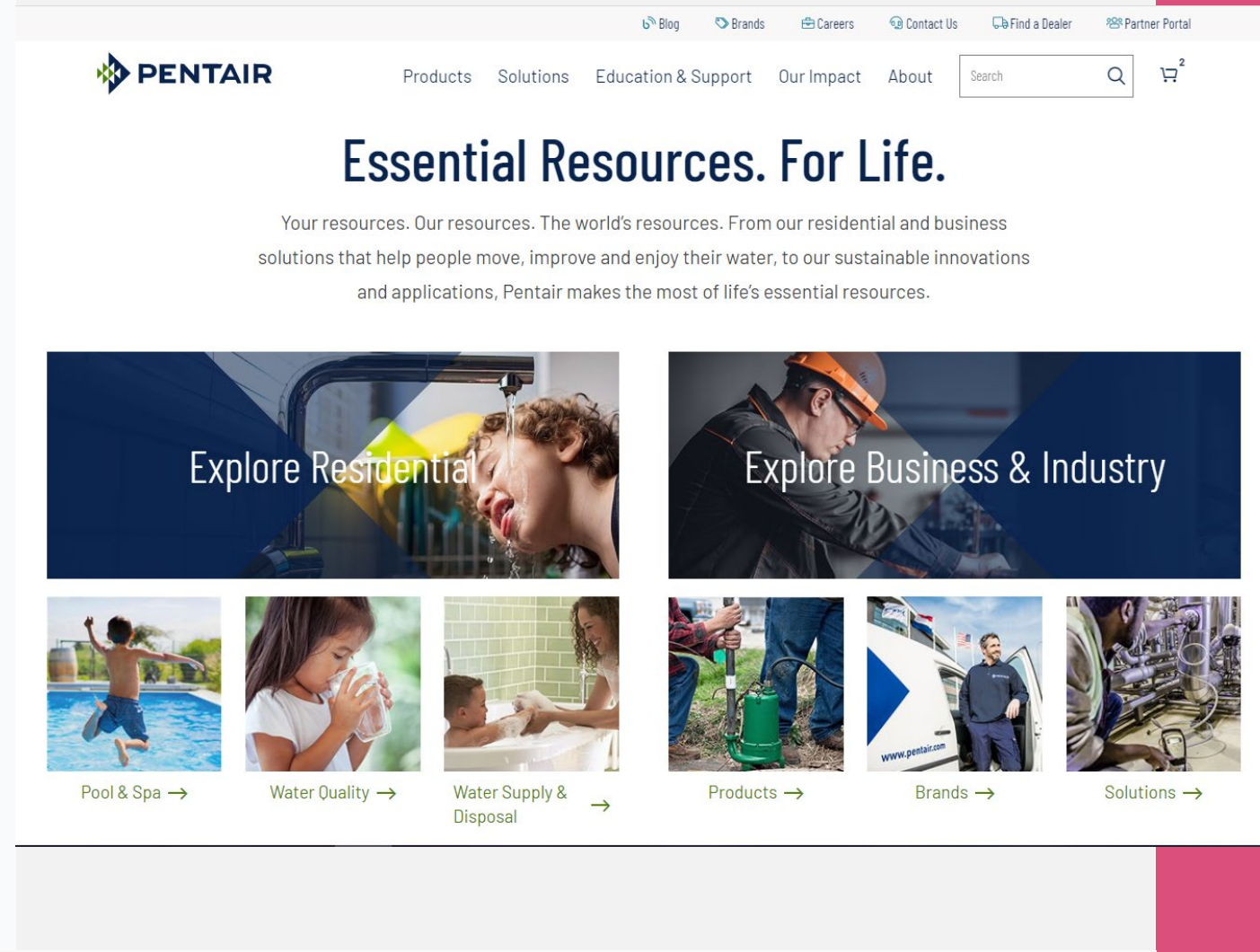
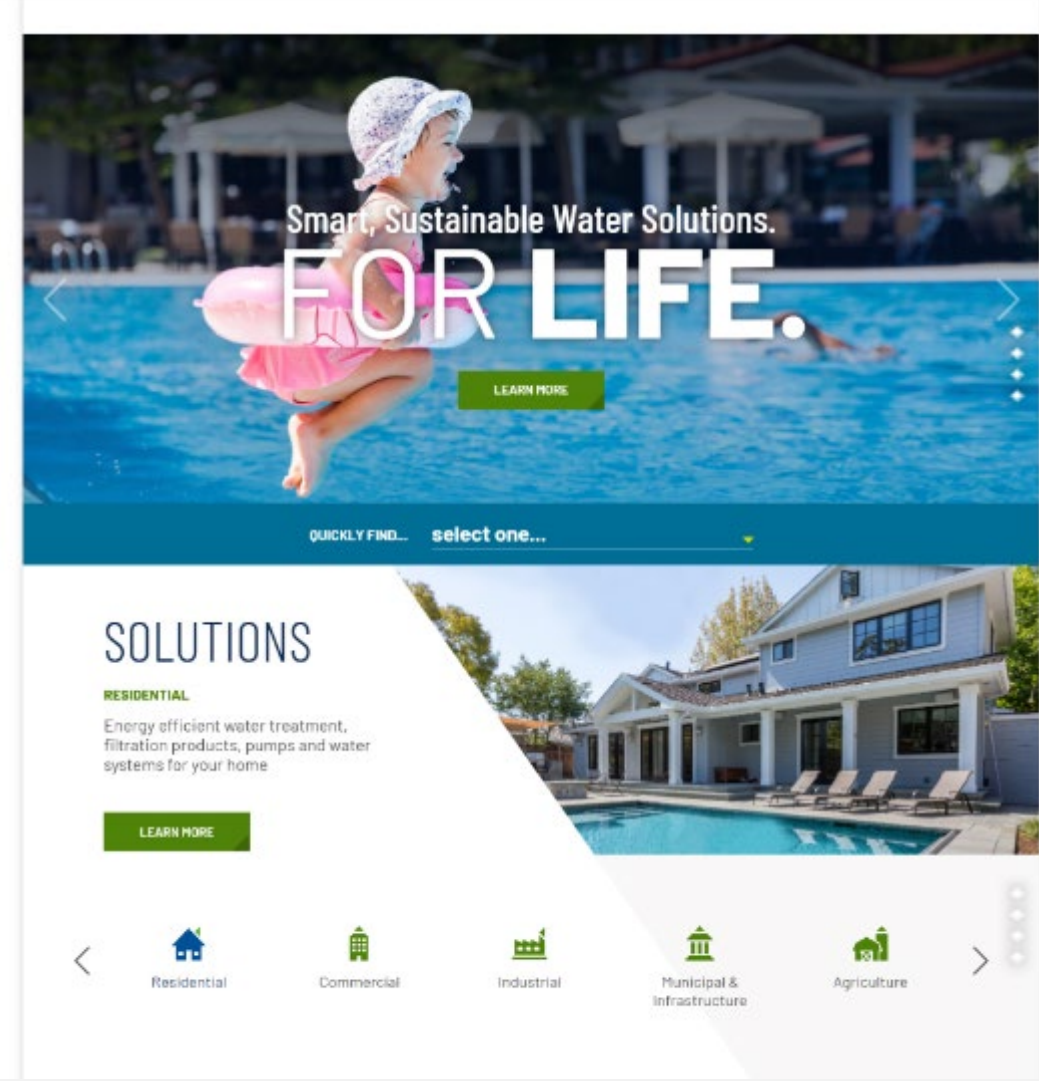
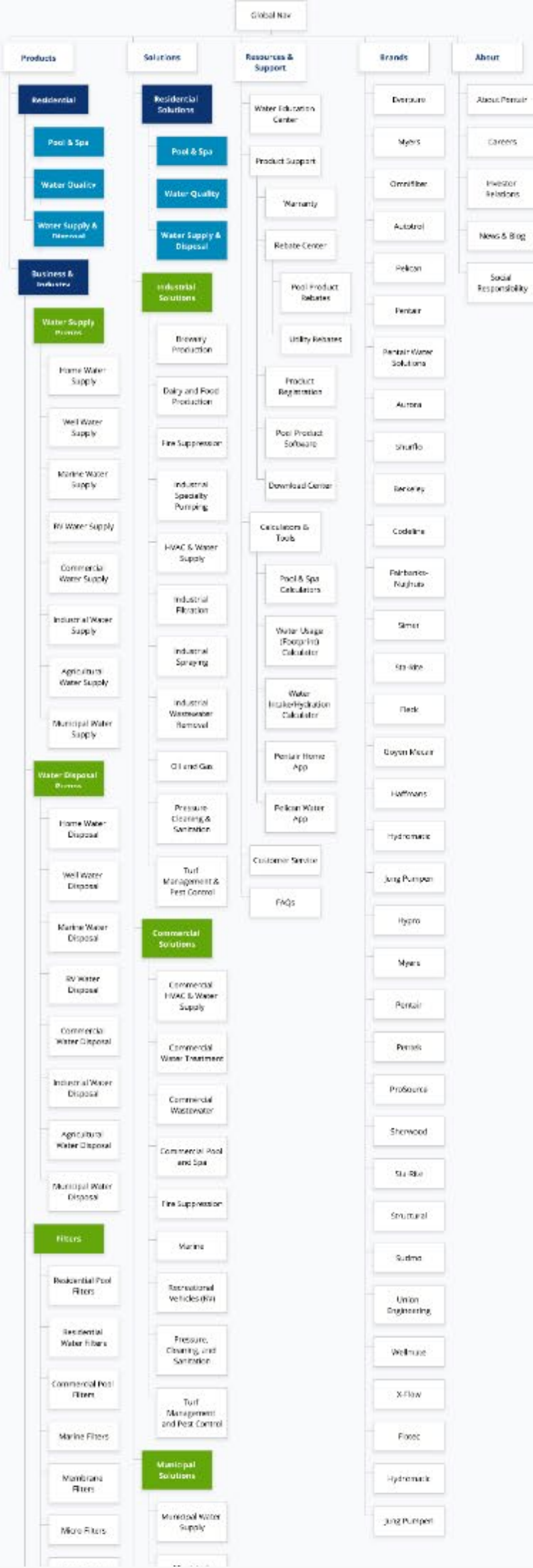


PROBLEM: Products are still by segment and not by product category. Not how people search and still confusing.

GOAL: Make Products a true product navigation.

APPROACH: Work with stakeholders to determine what product categories we have, and research how to put all segments together. Show the data on SEO search data, onsite search data, best practice. Get buy-in to move to true product navigation.

RESULTS: 50% increase MOM in visits to product pages, decreased complaints to customer service.



REIMAGINING PENTAIR.COM

NAVIGATION: PHASE 3

PROBLEM: Moving to include e-commerce for residential water filtration, moving to a consumer focused site and received buy-in to create different paths for Consumers vs Pros. Migrate Pelican Water into Pentair.

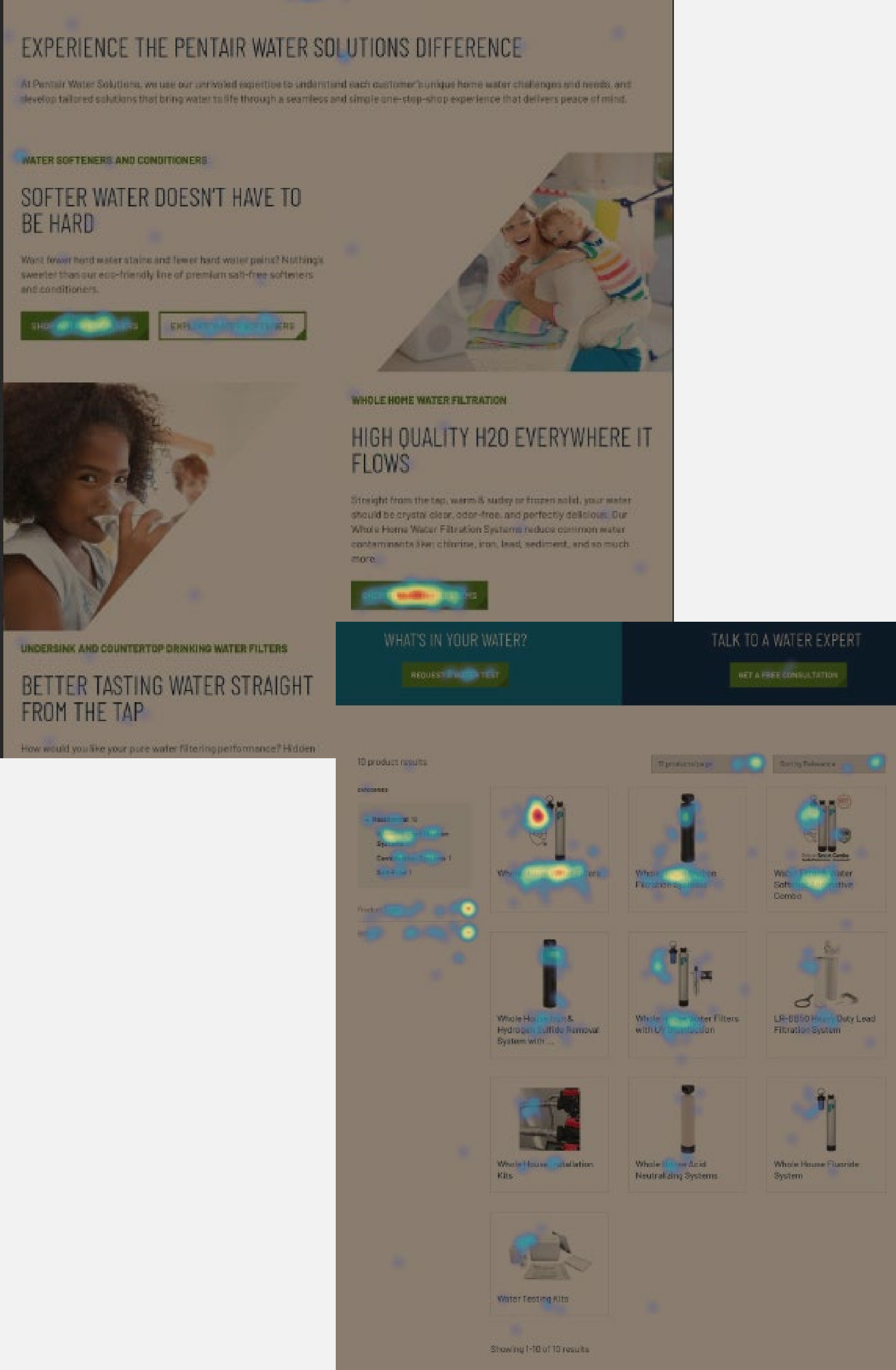
GOAL: Create distinct paths for consumers/residential vs pros, incorporate e-commerce by migrating over newly acquired company's website, products and taxonomy into Pentair.com.

APPROACH: User research, user testing, best practice and competitor research and collaboration with stakeholders.

RESULTS: Residential vs Business and Industry navigation that allows consumers and professionals to have their own paths to get the relevant info they need.



REIMAGINING PENTAIR DESIGN + UX



REIMAGINING PENTAIR.COM

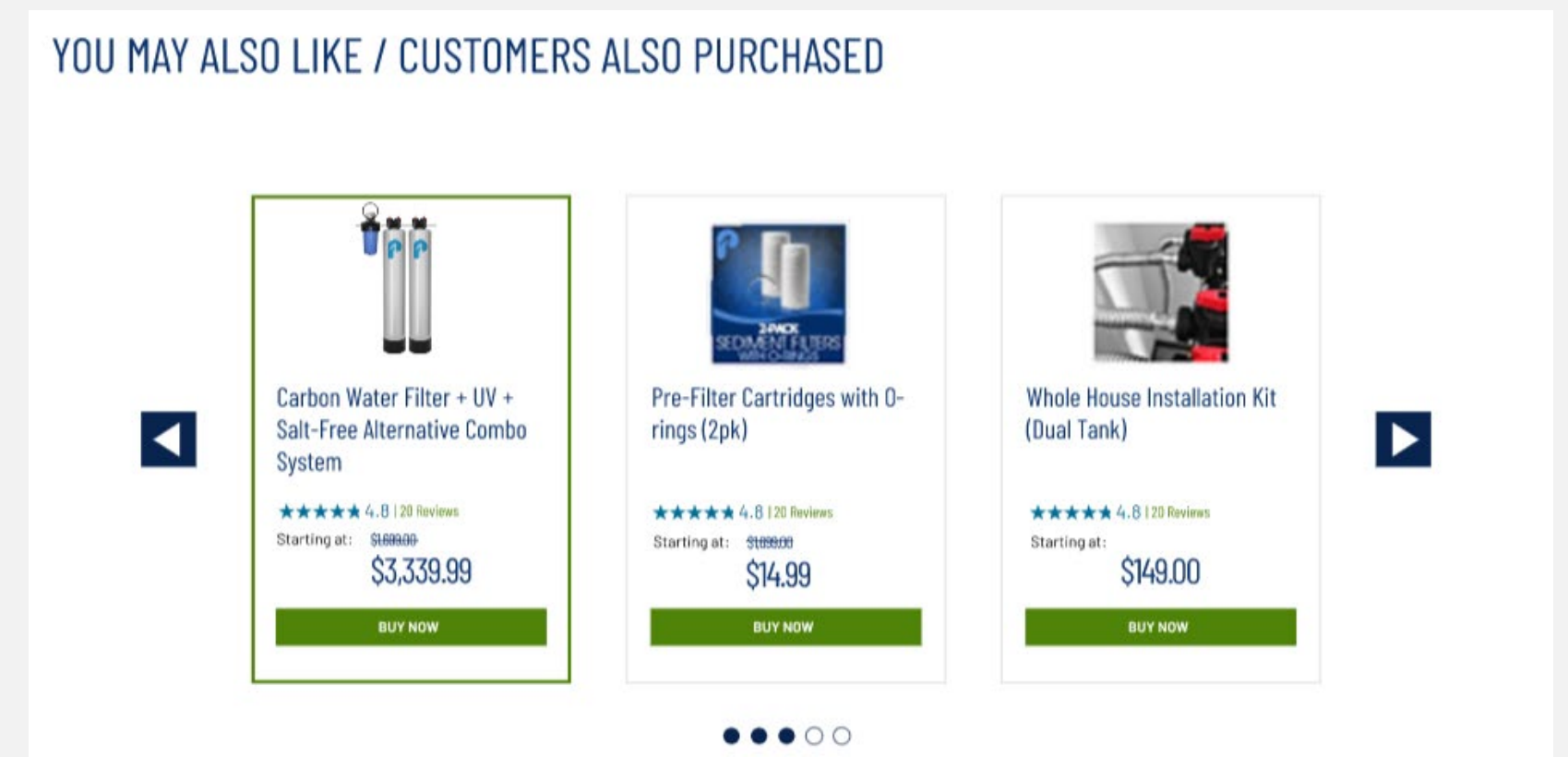
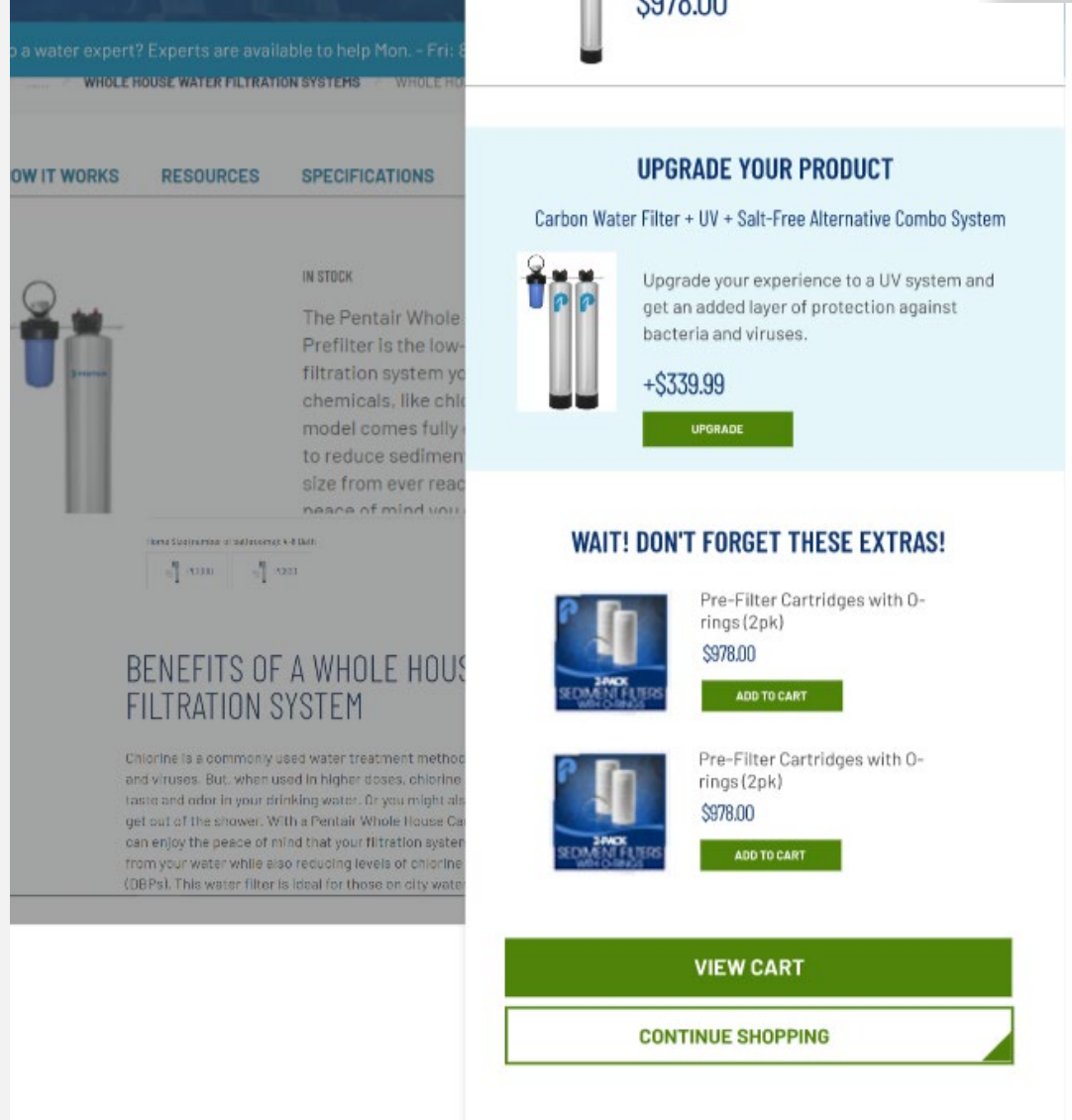
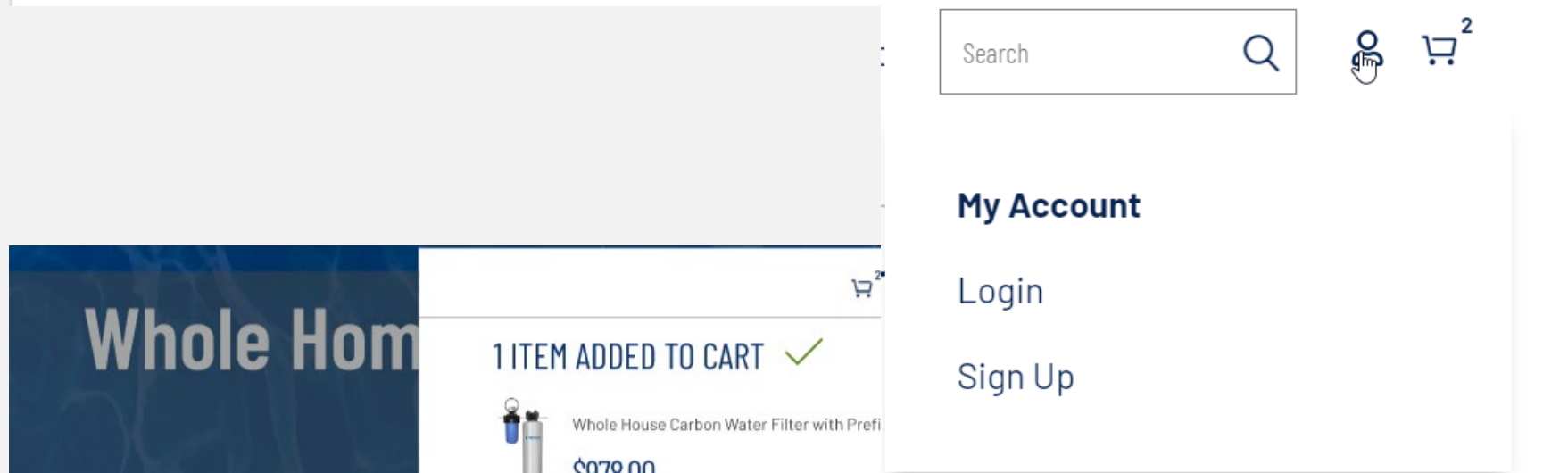
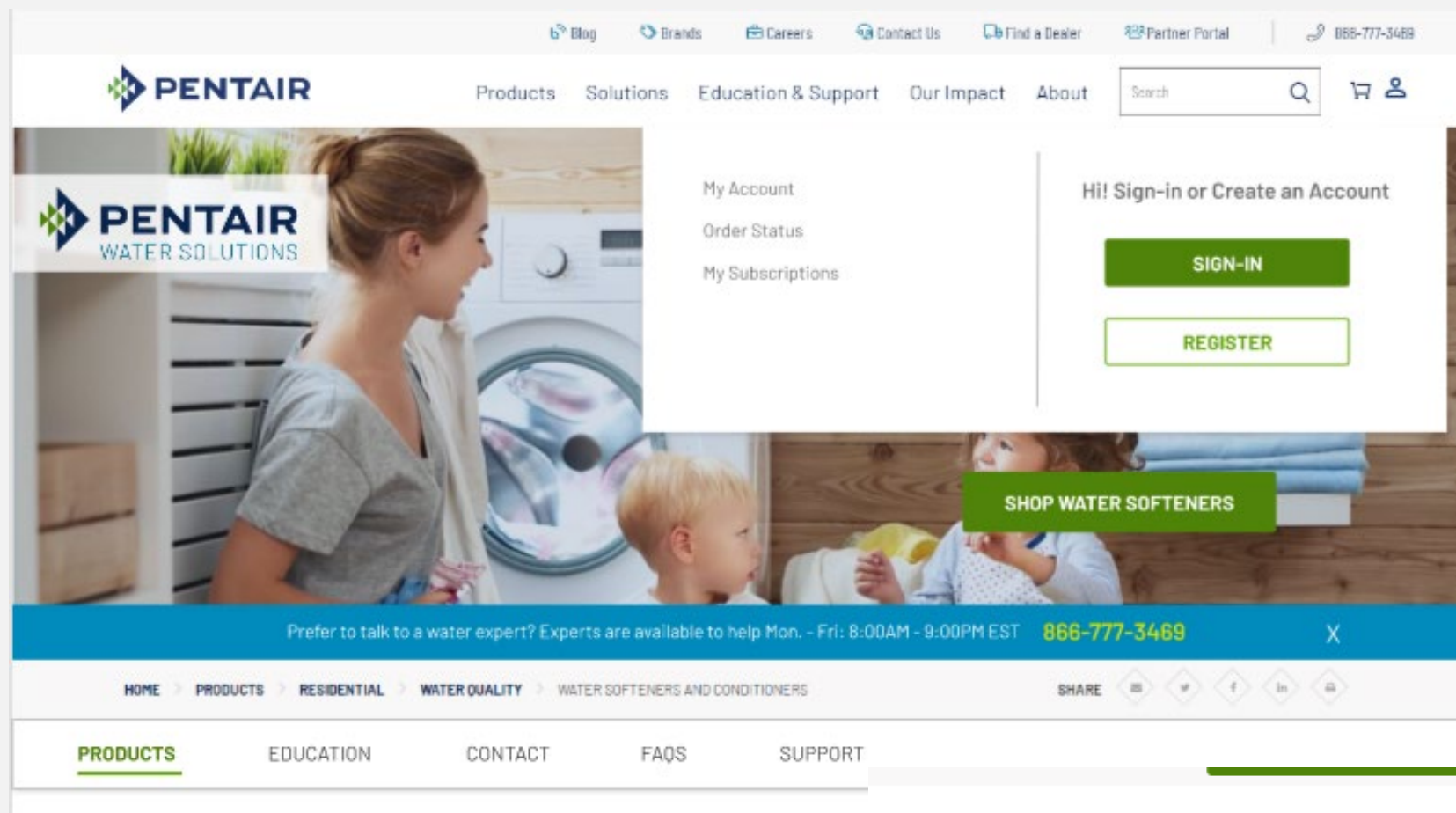
DESIGN + UX

PROBLEM: Water Filtration not designed for e-commerce. Need to incorporate Pelican into the site.

GOAL: Create a great ecommerce experience for Water Filtration – Water Quality. Reorganize pages to be product focused. Highlight key products and their categories, promotions and tell the story of Water Quality.

APPROACH: User research, user testing, best practice and competitor research and collaboration with stakeholders.

RESULTS: Researched, Designed, Developed 79 pages in 3 months and launched ahead of schedule. Increased product page conversion rate 5-8X that of Pelican Product pages.



REIMAGINING PENTAIR.COM

DESIGN + UX
Adding ecommerce elements



WATER EDUCATION CENTER



PENTAIR.COM

PROCESSES + GOVERNANCE

SERVICES

CATEGORY

WEB SERVICES

ANALYTICS & SEO

EMAIL PROGRAMS

SERVICES

- Upload new or update existing files
- Create new or edit existing pages
- User Experience (UX)
- Digital Strategy
- User Performance Tracking
- Campaign Landing Pages & Support
- Content Deletions
- General Web Consulting
- Polls & Forms
- User Testing
- Vanity URLs
- URL Redirects
- Broken Links

- Campaign Reporting
- Dashboard Creation & Maintenance
- Develop and maintain web BU dashboards
- Data Insights & Performance Optimize Recommendations
- Impact report Creation
- KPI Development
- SEO Keyword Creation

- Email Creation
- Automated Email Journeys
- Email and Journey Analytics
- Email and Marketing Cloud Best Practices
- Data Extension and Filters Creation
- Cloud Page Creation for Data Capture
- Marketing Cloud Troubleshooting and Training

Product Photography Process

Current guidelines provided to Photo Team

Pentair.com Requirements:

Product photos - main photo angled on transparent background, angled on white, side, back, top views. All on white, retouched.

Amazon Image Requirements:

- Images must accurately represent the product and show only the product that's for sale.
- MAIN images must have a pure white background (pure white blends in with the Amazon search and product detail pages—RGB color values of 255, 255, 255).
- MAIN images must be professional photographs of the actual product. Graphics, illustrations, mockups or placeholders aren't allowed. They must not show excluded accessories; props that might confuse the customer; text that is not part of the product; or logos, watermarks, or inset images.
- Images must match the product title.
- Images must have more than 72 dpi resolution.
- Images should be 1,000 pixels or larger in either height or width. This minimum size requirement enables the zoom function on the website. Zoom has been proven to enhance sales. The smallest your file can be is 500 pixels on its longest side.
- Images must not exceed 10,000 pixels on the longest side.
- Replacement images should be 1000 pixels on the longest side.
- Accepted image formats: JPEG (preferred), TIFF, PNG, or GIF (animated GIFs are not allowed)

Copy should be final and approved by legal.

SEO	[Meta Title] 'T4 Name' Category' Pentair Meta Description (160 characters max. lead with keywords):
Image 1440x400	Banner Image: [Provide Image Asset Path from DAM] Text will be the name of the product category
Hero Banner (Optional)	If you have any promotions or important messages like code update, rebates, etc. they can go here. Text/CTA

Intro Copy with 3 icons and benefits call outs below	[H2- Heading] [Intro Copy] [Provide Image Asset Path from DAM for icons. They need to follow the Pentair style] [Benefit 1] Heading: Copy: [icon 1] [Benefit 2] Heading: Copy: [icon 2] [Benefit 3] Heading: Copy: [icon 3]
Water Expert plug PREFER TO TALK TO A WATER EXPERT? CALL US 800-777-3466	[H3] Talk to a Water Expert [Intro] Our certified water experts are standing by to soften even the toughest water. Call us Monday - Friday, 8 AM - 6 PM EST with your hard water questions. [DialogTech #] 800-777-3466
Product Grid SHOP WATER SOFTENERS 	[H3] Shop Water Softening Systems Pulls from PIM

DIGITAL CONTENT CREATION CHECKLIST

FINDABLE

- USE KEYWORDS FOR SEO WITHIN CONTENT
- OPTIMIZE TITLES FOR SEARCH (70 CHARACTERS MAX)
- CREATE META DESCRIPTIONS (150 CHARACTERS MAX)
- INCLUDE INTERNAL LINKS IN CONTENT

READABLE

- USE BULLETS AND LISTS FOR EASY SCANNING
- USE SUBHEADINGS, CONTENT CHUNKING, SHORT SENTENCES
- IMPORTANT FACTS AT TOP
- LESS IS MORE - SHORT, CONCISE, CONSISTENT
- USE FLESCH-KINCAID SCALE, GRAMMARLY TO CHECK READABILITY

Writing for the web - quick guide

Language & Voice

Know Your Audience

Before you start writing, you need to know who you're writing for. Ask yourself the below questions:

1. Who is your audience?
2. Why are you writing this?
3. What are the top takeaways for the user?
4. How will the user use this info?
5. What format is best for consumption?
6. How will you measure success?

Who is Your Audience?

- Role
- Expertise
- Language
- Commitment Level

Why are You Writing This?

Think about your goals. Do you want them to download something, find a dealer, or buy a product? Or are you trying to position the brand as a thought leader, increase SEO

You can have the water you want. Straight from your faucet to your glass. The water you can use without thinking twice. No plastic bottles or clumsy pitchers. Learn more about the quality of your water and how we can help improve it.

THE EFFECTS OF CHLORINE IN YOUR WATER



Learn about chlorine in tap water, its effects.

[Learn About Chlorine](#) →

HARD WATER INFORMATION GUIDE



Your guide to understanding and eliminating hard water.

[Learn About Hard Water](#) →

LEARN HOW TO DO A WATER TEST



Your guide to testing your water from A to Z.

[Learn About Water Testing](#) →

YOUR GUIDE TO OUTDOOR WATER CONSERVATION



Get tips on how to conserve outdoor water usage.

[Conserve the Outdoors](#) →

YOUR GUIDE TO INDOOR WATER CONSERVATION



Get tips on conserving water inside your home.

[Get the Tips](#) →

LEARN ABOUT THE EFFECTS OF LEAD



Get the lead out! Learn about lead in tap water.

[Learn About Lead](#) →

POOL & SPA EDUCATION

Soak in the magical, wonder filled moments that can only take place in a pool by giving you the time and peace of mind to create them. Through our products, solutions, tools and resources, we bring your water (and your pool) to life, inspiring a healthy active lifestyle filled with timeless memories.

POOL AUTOMATION GUIDE



Get the facts on smart products for your pool.

[Learn About Pool Automation](#) →

POOL POWER OUTAGE GUIDE



Find out what to do if your pool loses power.

[Get the Tips](#) →

POOL PUMP GUIDE



Learn about pool pumps, how to maintain them & more.

[Learn About Pool Pumps](#) →

POOL AUTOMATION GUIDE



How to keep your pool clean all summer long.

[Learn About Pool Sanitation](#) →

POOL HEATING GUIDE



Your guide to all things pool heaters.

[Learn About Pool Heaters](#) →

TRADEGRADE FOR CONSUMERS



Learn what the TradeGrade program means for you.

[Learn About TradeGrade](#) →

WATER SUPPLY & DISPOSAL EDUCATION

From that invigorating morning shower to brushing your teeth before bed, water is a constant throughout your day. Insist on Pentair Water Supply and Disposal solutions to keep the water flowing for you.

REASONS TO INVEST IN A SUMP PUMP



Get educated on why you should invest in a sump pump.

FLOOD PREVENTION AND CLEAN-UP GUIDE



Your guide to flood prevention and awareness.

HOW TO PREPARE YOUR HOME FOR FLOODING



Learn about preparing your home for flooding.

PORTFOLIO EXAMPLES

LINKS

[Mock-ups of Next Phase Water Quality](#)

[Mock-ups Cross Sell/Upsell/Personalization](#)

[Pentair Ecommerce](#)

[Old Pelican Water](#)



THANK
YOU