FoodIntegrity.org
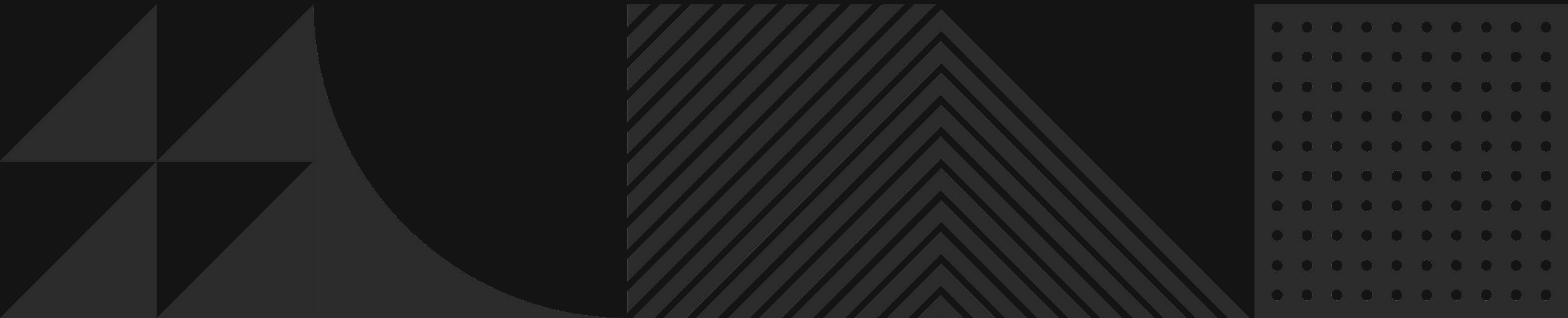# Website Refresh
Content Strategy

Executive Summary

CFI's website content strategy is grounded in insights that come from the convergence of **what the business cares about and stands for** and **what potential members want and need.**

Previous content recommendations include...

→ **Tell the CFI story** from the member and prospective members' perspective

→ Use **simple and intuitive language**

→ Transform level two pages into pillar pages to **reinforce key concepts** and **optimize for search**.

New insights tell us...

→ How to think about **CFI's business priorities** in relation to the website

→ Most **popular pages** on the site

→ **SEO opportunities**

Inputs

→ CFI's Strategic Plan

→ Kickoff workshop insights

→ Google Analytics, site crawl, high level keyword research

→ Content and UX audits

What we'll review today

→ Strategic Approach

→ Prioritization of Key Pages

+ Four full pages for content

+ Four additional templates

→ Executional Considerations

→ Next Steps

The strategy ladders up to CFI's Strategic Plan and leans in to some of its key areas.

CFI Strategic Plan on a Page 2023 – 2025
Updated for 7FEB25 Board Meeting

WHERE ARE WE TODAY?
Slowed membership growth with strong project performance;
New leadership & increasing consumer demand for trust & transparency

KEY PROMISE
CFI is the leader in building trust
across the food system

BENEFIT
Empowers members and partners to play an informed and impactful role
in building and maintaining a trusted food system

BUSINESS OBJECTIVES
Grow membership numbers;
Grow revenue from memberships, projects and recurring non-project revenue

STRATEGIC FOCUS AREAS

RESEARCH & INSIGHTS

EMERGING TRENDS & ISSUES

STRATEGIC SOLUTIONS

CONNECTIONS & COALITIONS

ACTIVATION
- Ownable trust-based CFI research & insights
- Proprietary resources for identification of "What's Next"

Proprietary methodology for development & delivery of solutions

Coalitions & Projects strategically focused on priority issues

FoodIntegrity.org Website Content Strategy

Objective:

Design a new website that delivers on CFI's mission of **building trust across the food system** and **supports member acquisition.**

Strategy:

→ Use content to achieve an optimal user experience

→ Foster the pathway to membership

→ Bolster CFI's strategic areas of focus

Marketing Goals:

→ Attract and convert potential members

→ Improve user experience

→ Amplify CFI's thought leadership

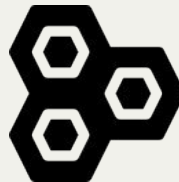# Who joins CFI?
And why is this important?

Food & Beverage Companies

Agriculture & Farming Organizations

Industry Associations & Advocacy Groups

Biotech & Pharma Companies

Academic & Research Organizations

One Common Goal
Varying Needs and Business Objectives

Strategic approach

Use content to achieve an optimal user experience

Foster the pathway to membership

Bolster CFI's strategic areas of focus

Guiding principles

Use content to achieve an optimal user experience

Foster the pathway to membership

Bolster CFI's strategic areas of focus

+ Organize the content in a way that's more intuitive and easier to find

+ Focus on the most relevant member needs and topics

+ Make content more digestible (subheadings, bullets, shorter blocks of text, etc.)

+ Use bold, yet easy-to-understand language

Guiding principles

Use content to achieve an optimal user experience

Foster the pathway to membership

Bolster CFI's strategic areas of focus

+ Focus on the value and benefits of membership versus who CFI is

+ Create a simple and engaging member inquiry and registration experience

+ Integrate strategically placed clear and compelling CTAs

+ Create content that is relevant to each type of member organization

Guiding principles

Use content to achieve an optimal user experience

Foster the pathway to membership

Bolster CFI's strategic areas of focus

+ Lean into opportunities to elevate CFI's owned research and insights

+ Create search engine-friendly pillar pages around key issues and emerging trends

+ Improve metadata to boost findability

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Top pages

These are the highest trafficked pages on the site over one year.

This shows which content to prioritize and how we might start organizing it. For example...

→ Home page

→ About CFI

+ About us, Who we are, Speakers bureau, Leadership, etc.

→ Membership

+ Membership, Contact us

→ Key Issues

+ Chicken debate, technology, gene editing, etc.

→ CFI Thought Leadership

+ 3 Squares, Engaging GenZ, etc.

Top Page Views April 2022 - March 2023
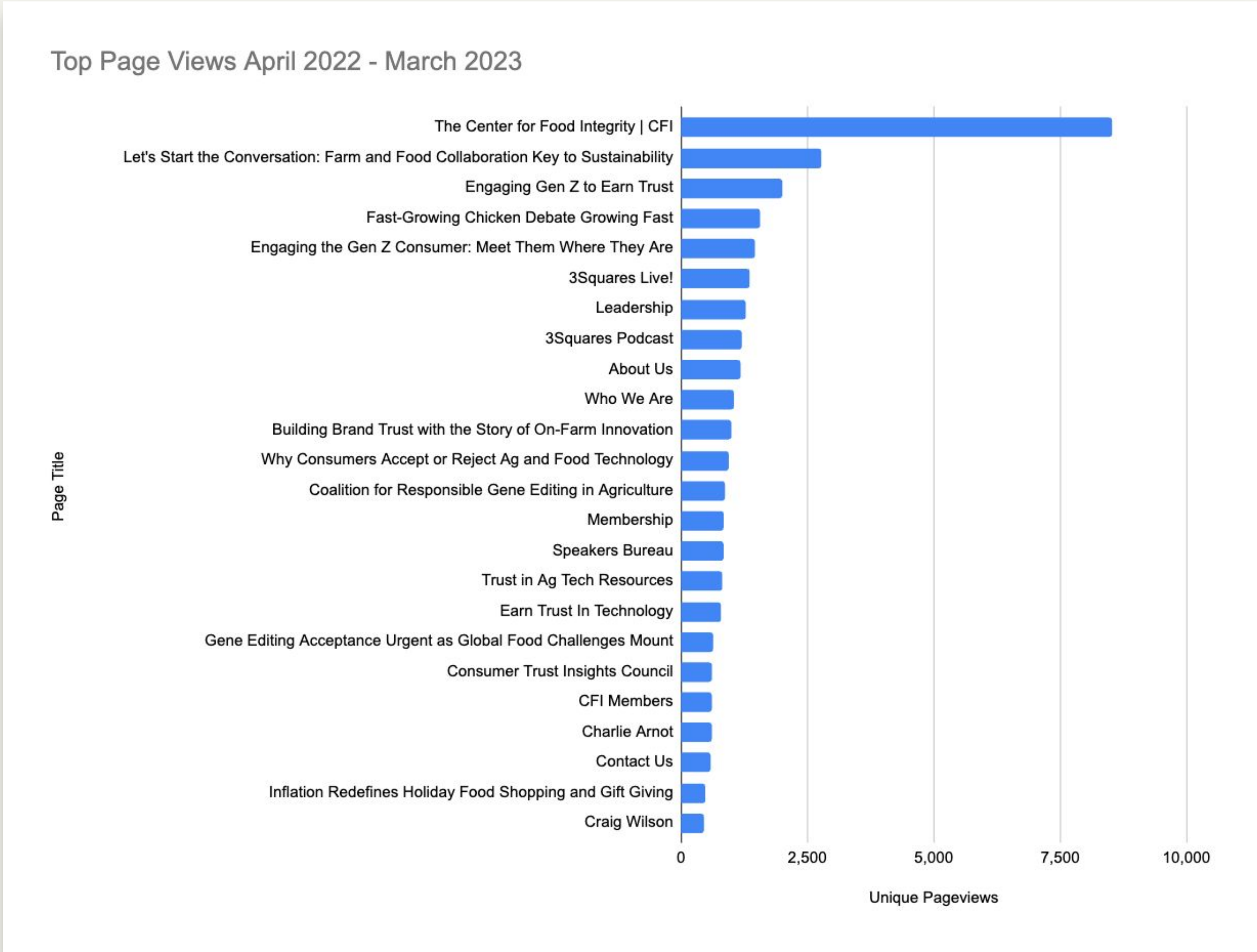
Google analytics

We recommend prioritizing these pages based on internal priorities and content engagement

Page	Rationale
Home Page	Top visited page Often first impression and introduction to potential members
Trust - Model, Practices, etc.* (Pillar Page)	Highlights thought leadership Prioritizes CFI promise and key benefit Creates a model for other pillar pages (see next slide)
Membership Lead Gen	Action oriented to fuel membership pipeline Clearly articulate and connect benefits of membership
About	Create pathways to Who We Are, Current Members, CFI Leadership, Speakers Bureau

Final topic TBD based on "Trust" story we co-define.

About pillar pages

A **pillar page** is a comprehensive page covering a broad topic and serves as the central hub for related subtopics.

For users: it's a **one-stop-shop** for all the information they need on a particular subject.

For marketers: it's a **search engine magnet** and **authority builder**

Benefits:

→ Improved SEO
→ Increased Traffic
→ Improved Lead Generation
→ Enhanced Brand Awareness
→ Better User Experience

What's included:

→ Overview of the topic
→ Sub-topics
→ Internal links to related content
→ Call-to-action

Topics based on Search and Site Traffic:*

→ Food trust/Food fraud
→ Chicken growth
→ Agriculture/on-farm innovation
→ Gene editing
→ Member organization
  + Ex. By member type - why they join, quote or testimonial, benefits of membership, how they engage

*Opportunity to survey each member type and get top concerns

Additional page templates

Template type	Used for	Examples
Research and insights page*	Landing pages for highlighting CFI projects, research, insights and initiatives. May include form for gated content.	→ Gen Z → Illuminate → Engage → Trust in Ag Tech
Blog/news landing page	Organizing all content marketing assets in one easy to find place. Organized by topic, content type	→ Overarching Blog/News Landing Page → Research Archive → Education Opportunities
Trends and issues page	Page to host each individual content marketing and thought leadership asset.	→ 3 Squares Live → Blog posts and articles → Press releases → Webinars/consumer panels → Events
People page	Content organized around CFI's people and related members/groups/councils.	→ CFI Leadership → Speakers Bureau → Member Organizations → Consumer Trust Insights Council

*These are preliminary labels for page type and can be refined for more universal meaning as they will flex for different content types/topics. Used for and Examples should provide additional context to how template can be used.

01   Strategic Approach

02   Prioritization of Key Pages

03   Executional Considerations

04   Next Steps

OX will create an executional playbook for CFI to apply for content optimization, digestibility and consistency.

Elements will focus on the following:

Taxonomy

→ How to approach content organization into groups and subgroups according to new navigation.

→ Content categories and topics.

Style

→ How to approach certain content elements for consistency and ease of use.

→ Ex. Case: When to use all caps vs title case vs sentence case

SEO

→ Naming conventions for search engine optimization and how to create metadata (page titles, descriptions and open graph tags).

→ Address "Center for Food Integrity" vs "CFI"

Nomenclature

→ How to create consistency in tagging and keywords.

→ Using plain language that is easily understood by the target audience.

Next Steps

→ CFI to provide feedback on approach and four prioritized pages for content creations 4/27

→ OX to create content outlines for the four prioritized pages
+ Includes content hierarchy, rationale, component options, preliminary content, etc.

→ OX to define Navigation + IA modeling (UX+Content)

→ CFI/OX Review Meeting 5/3

→ Pick Prune Polish
+ Guidance on content categories and topics
+ CFI to create content inventory
+ OX to create guide for pick/prune/polish
+ OX/CFI review content + guide 5/10

Thank You.

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OX

Content Recommendations

→ **Tell the CFI story** from the member and prospective members' perspective.

+ The **outward-focused** story should be at the convergence of what the business cares about and stands for and what potential members want and need.

+ Develop **content themes** to organize and guide the story. Those themes can aid in how navigation is labeled, how your blog is organized, and even broader content creation and distribution efforts.

→ Use **simple and intuitive language** to clearly convey the end benefit to the member and drive relevance.

+ Align on and document **jargon-free nomenclature** to use as alternatives to internal "CFI speak."

+ **Don't assume** your users know your organization like you do.

→ Create a **distinct and ownable brand voice** to build relationships with potential members.

+ A brand personality and voice can help **humanize CFI and make it more relatable**. This makes it easier for potential members to relate to, and connect with, the organization.

→ Lean into **visual elements** to reinforce brand voice and authority.

+ Invest in **unique photography** and other ownable visuals.

+ Adopt a reusable set of **iconography** and other visual cues as wayfinding elements.

→ Content-rich site pages should be reached in **as few clicks as possible** from the homepage. Simplify the number of clicks it takes to users to the most important content.

+ Create robust Level 2 pages. Transform them into **pillar pages** to reinforce key concepts (or content themes) and optimize for search.

+ **Revise pagination** in news section and blog. While pagination does help with navigation, users also do expect to scroll. Asking them to navigate to the next page after only three topics can cause abrasion.

→ Create a **documented style guide** that defines standards for consistency across for website content and elements.

+ Identify rules for **nomenclature and language, capitalization, punctuation, numerics, etc.** for all content creators to follow.

+ Include a **checklist for content creators** to ensure content is digestible, scannable and optimized for search and social sharing.

Search terms identify information gaps and opportunities for member education

Organic Search Positions 1 - 100 (364)   + Add to keyword list   ⚙ Manage columns (11/16)   ⬆ Export

	Keyword	Intent	Positions	SF	Traffi... ⇵	Volume	KD %	CPC	URL	SERP	Updated
> ☐ ⊕	center for food integrity ≫	N	🔗 1	6	31.42	110	38 🟠	0	foodintegrity.org/ ⬀	⧉	Apr 11
> ☐ ⊕	food integrity ≫	I N	🔗 1	7	25.71	90	40 🟠	0	foodintegrity.org/ ⬀	⧉	Apr 07
> ☐ ⊕	charly arnot ≫	I	🖼 1	3	6.07	70	10 🟢	0	foodintegrity.org/about/leadership/charlie-arnot/ ⬀	⧉	Mar 25
> ☐ ⊕	charly arnot ≫	I	2	3	3.21	70	10 🟢	0	foodintegrity.org/education/speakers-bureau/meet-our-speakers/charlie-arnot/	⧉	Mar 25
> ☐ ⊕	how fast do chickens grow ≫	I	7	3	3.21	480	20 🟢	0	foodintegrity.org/fast-growing-chicken-debate-growing-fast/ ⬀	⧉	Apr 09
> ☐ ⊕	how fast do chicken grow ≫	I	6	6	2.85	390	29 🟢	0	foodintegrity.org/fast-growing-chicken-debate-growing-fast/ ⬀	⧉	Apr 06
> ☐ ⊕	cfi ≫	N	23	6	2.85	27.1K	83 🔴	0	foodintegrity.org/ ⬀	⧉	13 hours
> ☐ ⊕	monica massey dairy farmers of america ≫	I	👑 1	5	2.50	30	15 🟢	0	foodintegrity.org/about/leadership/monica-massey/ ⬀	⧉	4 days
> ☐ ⊕	charlie arnot ≫	I	🖼 1	5	2.50	30	5 🟢	0	foodintegrity.org/about/leadership/charlie-arnot/ ⬀	⧉	1 day
> ☐ ⊕	fast growing chickens ≫	C	3	5	2.50	90	36 🟠	0	foodintegrity.org/fast-growing-chicken-debate-growing-fast/ ⬀	⧉	Mar 29

On-site search is not used often and gives a glimpse into what users want and/or cannot find on the site

Food Fraud is No. 1 searched term between April 2022 and April 2023

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
food+fraud	8	7	0:00:59	5	80.00%	62.50%
roxi+beck	6	6	0:00:08	0	0.00%	33.33%
engage	5	4	0:00:11	0	0.00%	0.00%
GMO	5	5	0:00:19	1	0.00%	0.00%
no search	4	4	0:00:07	0	0.00%	25.00%
aquaculture	4	3	0:00:15	1	0.00%	25.00%
gen+z	4	4	0:00:13	0	0.00%	0.00%
technology+acceptance	4	4	0:00:20	2	100.00%	75.00%
transparency	4	4	0:00:16	0	0.00%	25.00%
antibiotics+in+cattle	3	1	0:00:09	0	0.00%	0.00%
beef+health+benefits	3	2	0:00:21	1	0.00%	33.33%
clean+label	3	3	0:10:43	1	100.00%	66.67%
Costco	3	2	0:00:36	0	0.00%	33.33%
dr+food	3	3	0:00:10	0	0.00%	0.00%
dr+food+videos	3	1	0:00:41	0	0.00%	0.00%
food+waste	3	3	0:00:21	0	0.00%	0.00%
neuroplasticity	3	1	0:00:12	0	0.00%	0.00%
podcast	3	3	0:00:31	0	0.00%	66.67%
smithfield	3	2	0:00:32	0	0.00%	0.00%
social+license	3	3	0:00:00	1	100.00%	100.00%
staff	3	3	0:01:09	0	0.00%	33.33%
18+October+2017,+Kansas+City,+Missouri.	2	2	0:00:00	1	100.00%	100.00%
animal+care	2	2	0:00:00	1	100.00%	100.00%
animal+protein	2	2	0:00:00	0	0.00%	100.00%
Back+to+normal+may+not+be+best	2	2	0:00:21	0	0.00%	0.00%
beef	2	2	0:00:22	0	0.00%	0.00%
bill	2	1	0:00:09	0	0.00%	0.00%
biodiesel	2	2	0:00:09	1	100.00%	50.00%
board+of+directors	2	2	0:00:15	0	0.00%	50.00%
Careers	2	2	0:00:15	0	0.00%	50.00%

User & Content Experience

OX audit findings - Fall 2022

OX conducted a high-level user and content experience audit of Foodintegrity.org to capture its current state and develop content recommendations to meet CFI's business goals.

Evaluation criteria

→   Is Foodintegrity.org successfully communicating its mission?

→   Is the messaging geared towards cultivating new membership?

→   Is the content organized intuitively?

→   Is language clear and consistent?

→   How does the site incorporate visual content and tools?

→   How is metadata being utilized?

Homepage

→ Lack of site concept grounding, e.g. what does the center do, who is it for?
→ Lack of clear user focus/call to action
→ User has 3 choices of equal weight

Global Navigation

→ Application of color tone is confusing from a hierarchy standpoint
   + Sub sections have greater contrast than the primary sections, drawing the user's eye towards them

Page Navigation

→ Format of sections and subsection navigation could be confusing due to the design and separation from each other
→ Additionally the tertiary subsection navigation links are not displayed as clickable links

Page Design

→ On desktop the page layout greatly restricts the content column, making the body of text narrow and creating unnecessary white space and user scrolling

Accessibility Issues

→ Areas of color and contrast throughout the site (global navigation) that does not create enough contrast to pass basic accessibility
→ Multitude of issues regarding use of a screen reader due to site code structure and format
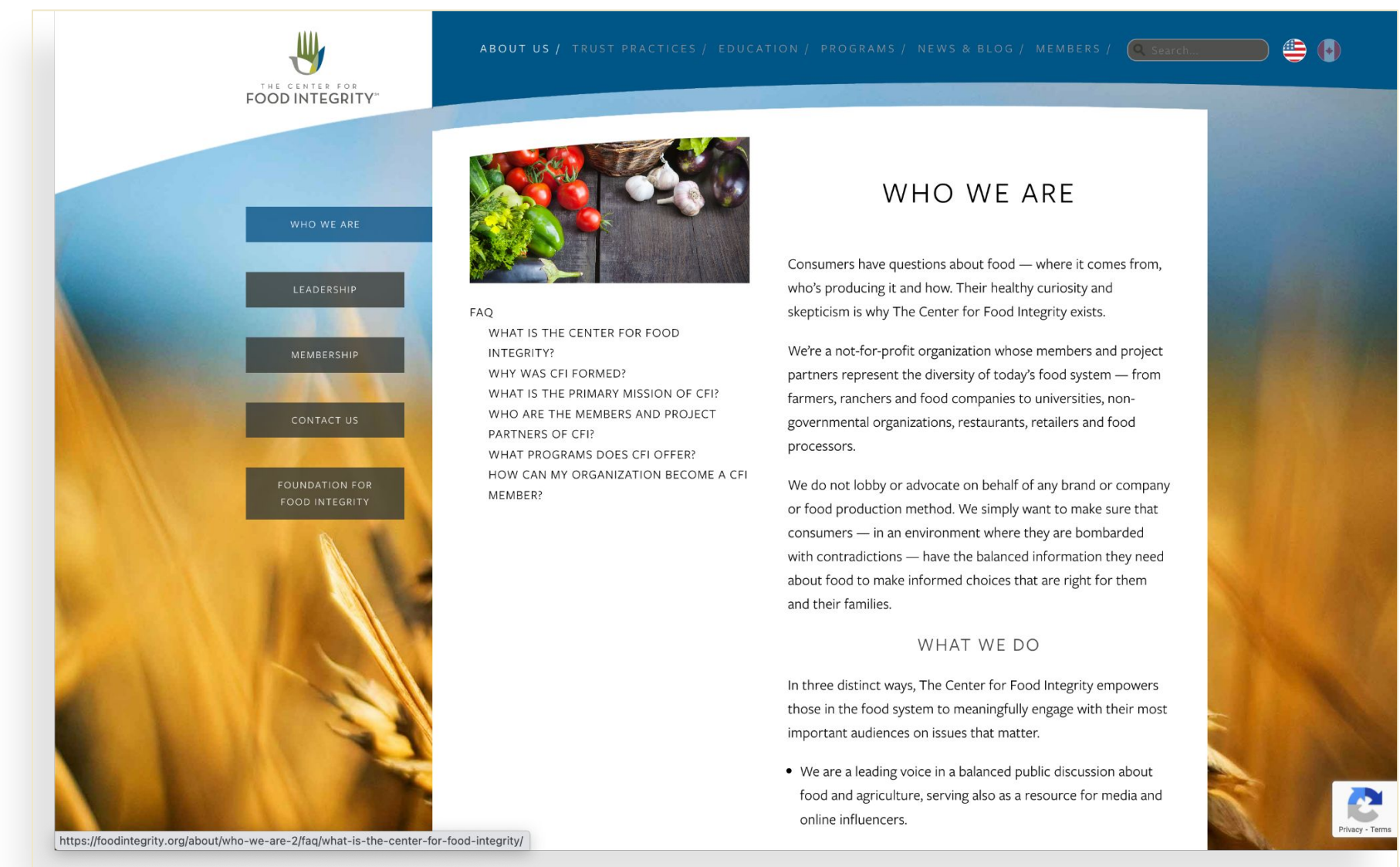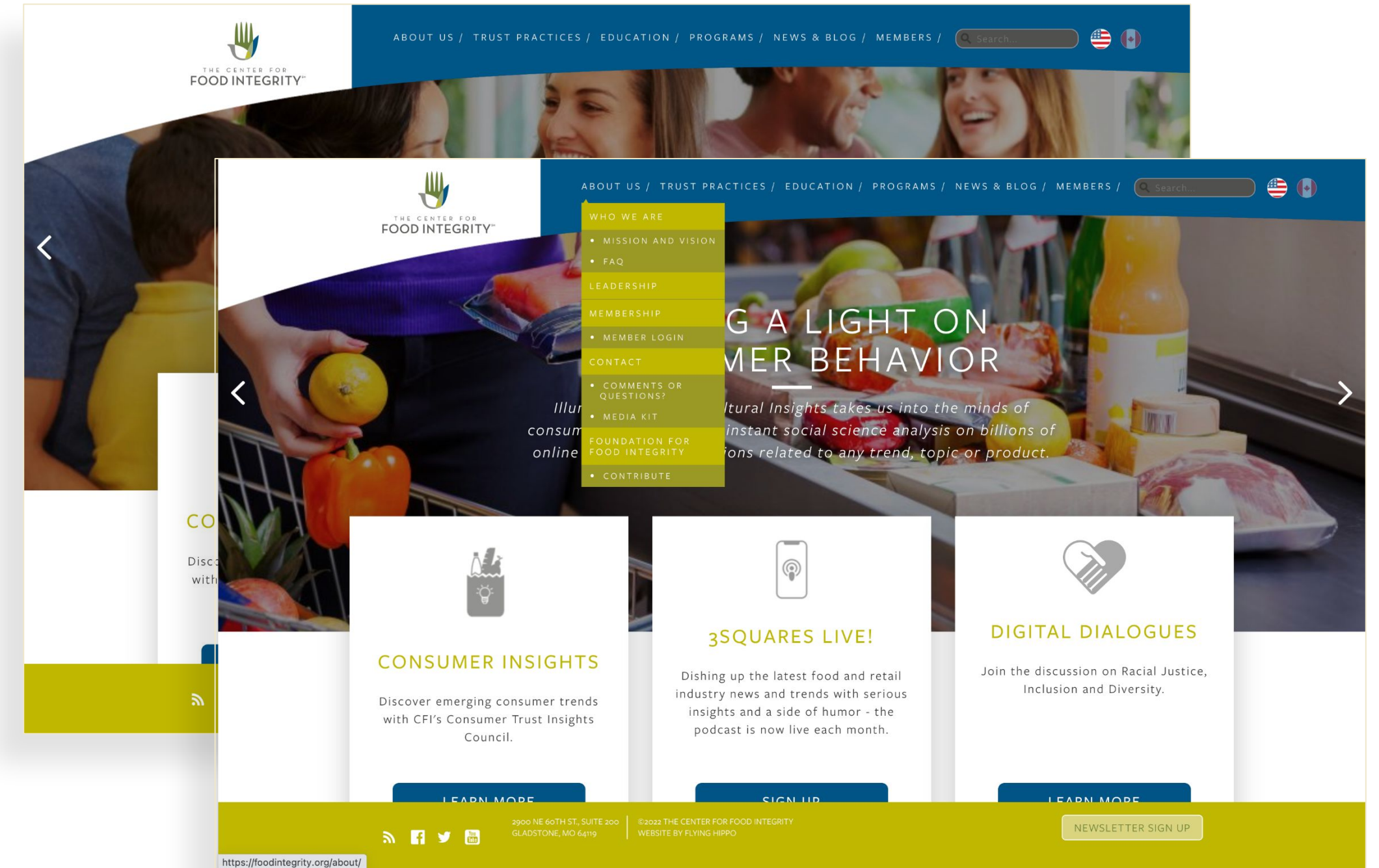
→ Reevaluate the global navigation

+ Structure, content, visual design, and accessibility

+ Create a level of consistency with the Canadian site and allow easy linkage to and from each country site

→ Create a content and action focus on the home page. What is the one thing you want a user to know and do?

→ Adjust page layout to make use of the user's screen space

+ Allow content more room to avoid scrolling and increase user enjoyment

→ Create a better section, sub navigation relationship that is persistent across viewport sizes

→ Update the entire site to current Accessibility Standards

→ Avoid dead-end pages, pages with little content and no action or next link for them

+ Consider sprinkling in related content from the blog or related educational programs at the bottom of pages

The story is missing the connection between CFI's purpose and value props and end benefits to its target audience.

To meet business goals and objectives, the site should quickly and clearly deliver on key audience needs, such as:

→ What does CFI have to offer to its members?

→ What are the benefits of membership?

→ How does joining CFI make member jobs easier and help them with their businesses?
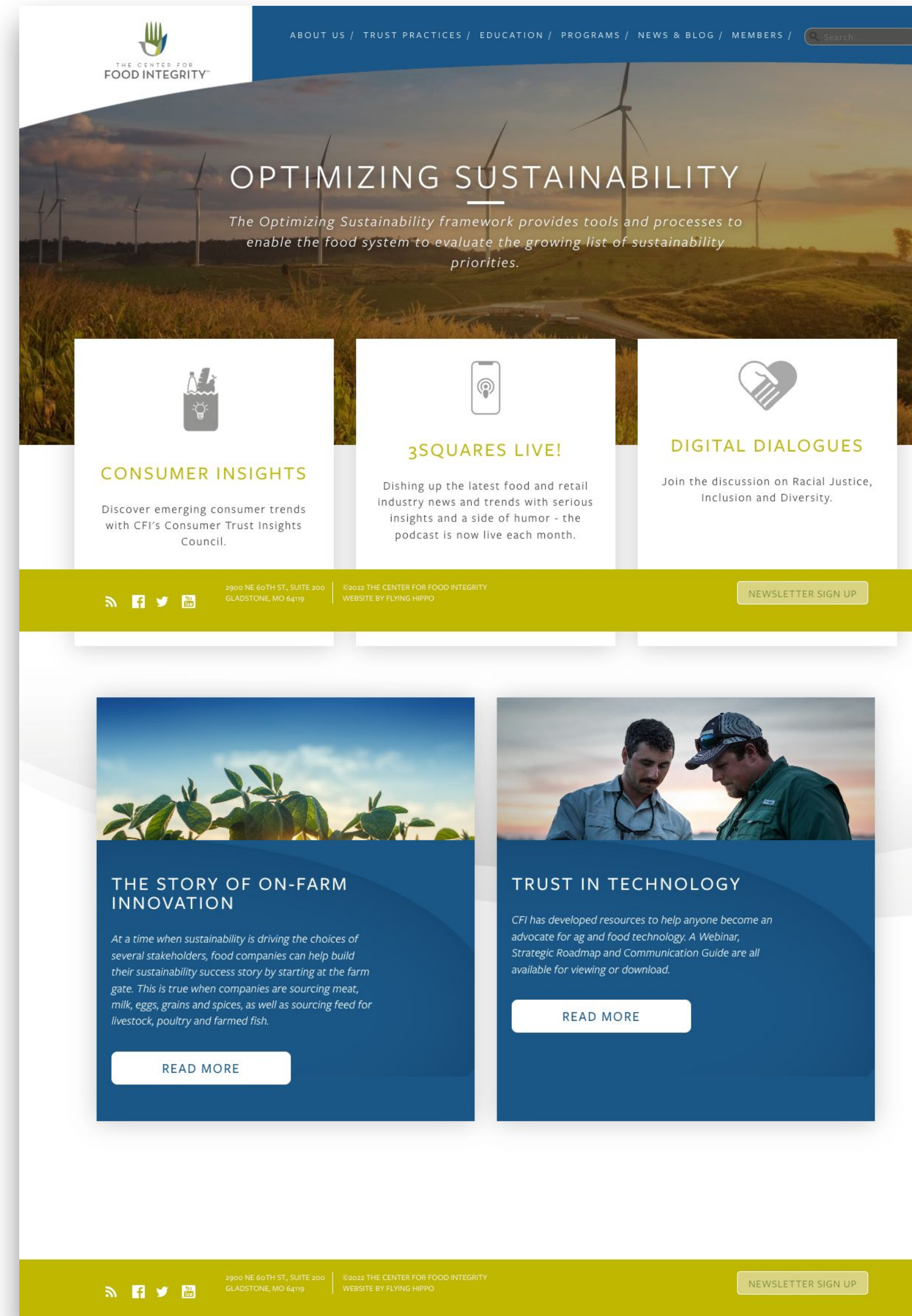
It is a one-way conversation. The site sounds like CFI is talking to itself versus trying to engage potential members and bring them into the fold.

Heavy use of internal lingo, jargon, and more complex language can be confusing and vague to a non-member.

It can hinder comprehension of the site's key concepts and critical information.

OPTIMIZING SUSTAINABILITY

The Optimizing Sustainability framework provides tools and processes to enable the food system to evaluate the growing list of sustainability priorities.

3SQUARES LIVE!

Dishing up the latest food and retail industry news and trends with serious insights and a side of humor - the podcast is now live each month.

EDUCATION / PROGRAM

TRAINING

- ENGAGE
- ENGAGE MEDIA AND SOCIAL MEDIA
- ENGAGE: EARN TRUST IN TECHNOLOGY
- ENGAGE: GENE EDITING
- OPTIMIZING SUSTAINABILITY WORKSHOP

SPEAKERS BUREAU

- REQUEST A PRESENTATION

The lack of an ownable brand personality and voice can potentially undermine CFI's expertise and diminish its authority with key audiences.

A brand voice can help humanize the the brand, and in turn make it easier for potential members to relate to, and connect with, the organization.
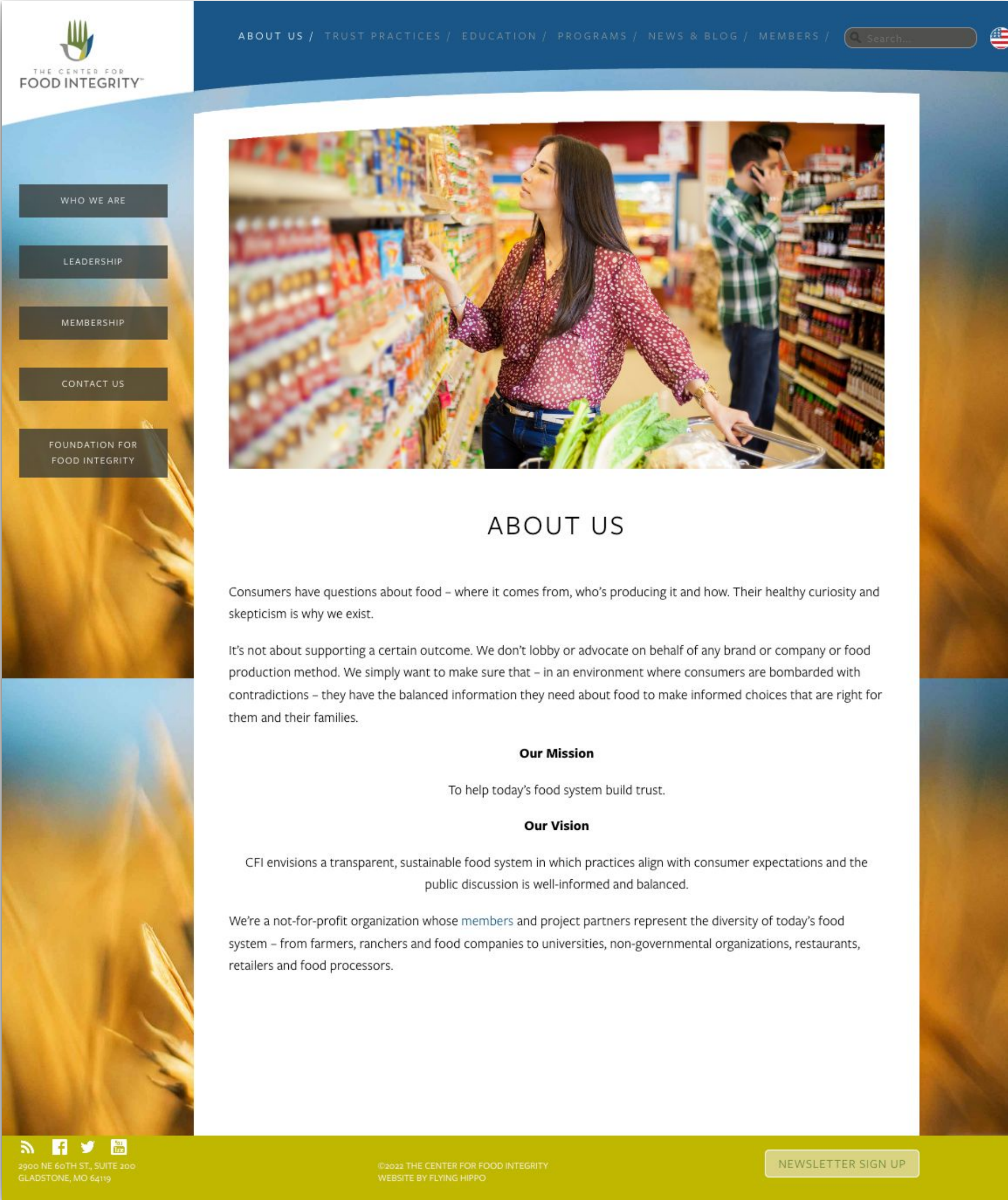
Use of imagery across site relies mostly on stock photography and graphics that have a dated, clip-art feel, which is not distinctive and may hurt perception.
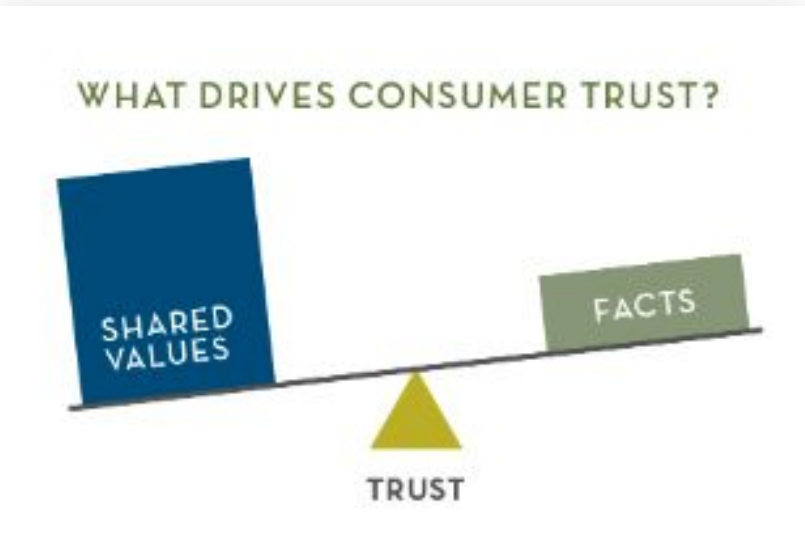
The purpose or end benefit of the level two pages (or category landing pages) is unclear. These pages lack meaningful or enough information to satisfy assumed page intent or drive a next best action.

Instead of serving as entry points to these broader concepts or content buckets, they create dead ends. And while subsections of each main category are visible in the left navigation, presenting that information differently can drive higher engagement.
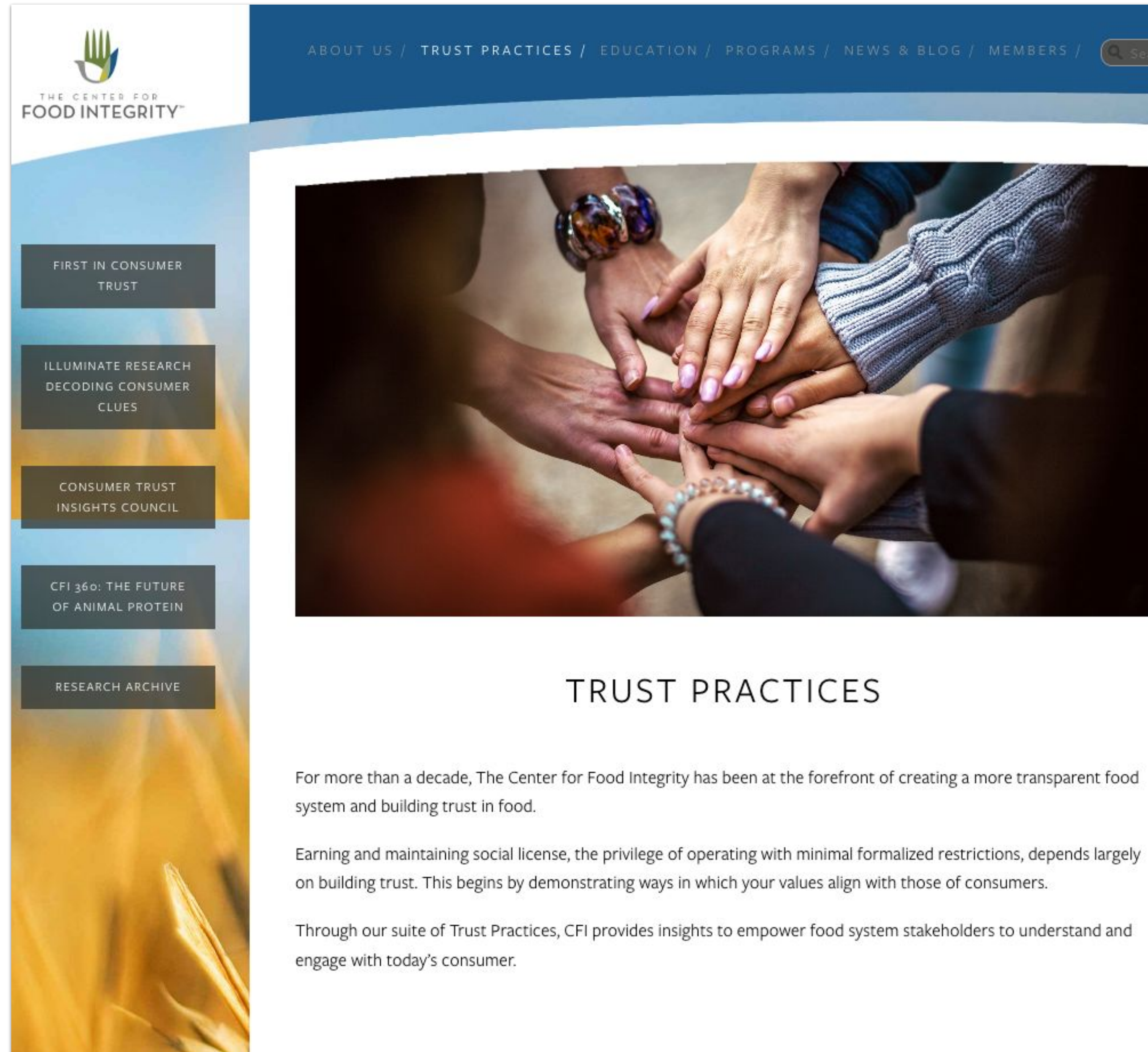
Shallow pagination and lack of filtering and sorting options are functional barriers to content consumption and can cause user abrasion if they have to work too hard to find content.

Pages with more robust content don't employ standard best practices like incorporating elements that enable content scannability (TLDR, sub-heads, bullets, pull-quotes), internal cross-linking, and metadata for SEO and social sharing.