Smarter technology for all

IA Audit: Servers & Storage Solution Pages

Storage Solutions, High Performance Computing, Backup and Disaster Recovery, Big Data Analytics, Client Virtualization & Infrastructure, and Cloud Service Provider

Rivers Agency

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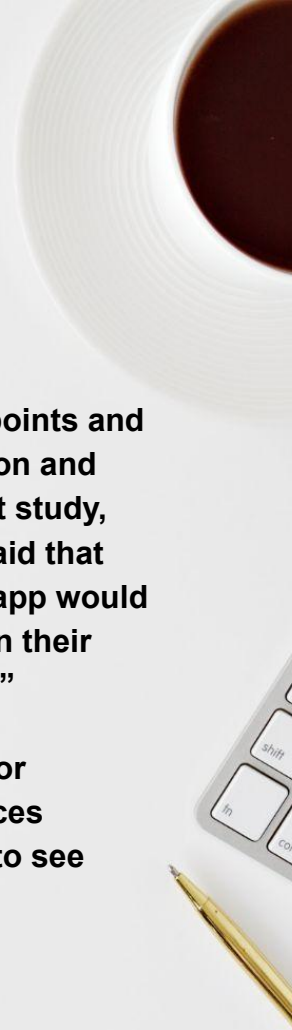
Project Background

About the Project

The sequel to our IA Content Audit delivered January 2022. This report includes an analysis of the Information Architecture, Content Quality, and additional learnings. The pages selected by the ISG team and evaluated through the lens of the three core personas defined in our ISG UX Audit: The Novice Buyer, The Informed Buyer and The Power Buyer. Measurements, key issues and recommendations are focused on interactions these personas may have with ISG's digital products and services, as well as the quality of the digital encounter with those products and services. In short, the findings and recommendations noted work to uncover everything from what prevents visitors from completing goals on ISG pages to inconsistencies and omissions on the site that can leave Lenovo consumers with a disjointed and confusing impression of the brand.

About Rivers Agency

Rivers Agency is one of the most innovative and award-winning design firms in the region. Over the last 25+ years, we've designed hundreds of product, brand and digital experiences for companies like Red Hat, Wolfspeed and Zelle, in large part due to strategically putting users at the core of everything we create. On an advisory level, we help companies like Lenovo seeking growth, influence and better experiences for their customers by professionally assessing their owned platforms and working alongside their internal teams to define strategies for innovation and roadmaps for next-generation digital experiences.



"Understanding your digital touchpoints and how they affect consumer perception and brand loyalty is critical – in a recent study, we found over 65% of customers said that their experience on the website or app would be at least a very important factor in their willingness to recommend a brand."

29% of consumers want to see major improvements to the online resources businesses provide and 27% want to see a major improvement to the buying process.

- Qualtrics Study, 2021

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Audit Activities

Inventory of 6 Servers & Storage Solution Pages

Information Architecture Heuristic Assessment *(using Abby Covert's methodology)*

Content Quality Assessment

SEO Keyword Assessment

Improvement Ideation

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ISG: Servers & Storage Solution Pages

Solution Pages: Key Metrics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	**[2]** Major Problems
Accessible: *Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?*	**[3]** Broken Experience
Clear: *Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?*	**[2]** Major Problems
Communicative: *Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?*	**[2]** Major Problems
Useful: *Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?*	**[2]** Major Problems

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

Credible: *Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?*	**[1]** Minor Problems
Controllable: *Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?*	**[2]** Major Problems
Valuable: *Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?*	**[2]** Major Problems
Learnable: *Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?*	**[2]** Major Problems
Delightfulness: *What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?*	**[3]** Broken Experience
Average Heuristic Score	**[2.1]**

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Solution Pages: What Are Best-in-Class Characteristics?

Structure, Content & Design

- Pages are easily discoverable because the site navigation is clear and avoids too many nested links.
- Primary and secondary CTAs are clearly designed and positioned well on the page, guiding the user down the funnel.
- Pages are clean, professional, and balance text with branded images and graphics that help the user quickly scan the page.
- Pages often resemble microsites with custom messaging, navigation and layout designs that dynamically address the needs of the segment.
- Core offerings, key differentiators, and target personas are clearly addressed at the top of the page.
- Individual products are not only featured, but highlighted, on the page. Each clearly articulates what the product does, who the product is for, how it can be used, and what makes it different.
- Language is free of jargon, written in an active voice, includes specific examples (instead of generalized statements), and clearly communicates where any button or link will take the user.
- Separate, in-depth learning pages are linked-out from the parent solution page in order to provide beginners and novices more education around a particular topic.
- Use cases are highlighted to help users identify their needs with the brand and product.

Typical Content Themes

- Positioning Statement
- Uses Cases (define what they are and how the brand helps customers accomplish their goals)
- Products (presented with a use case or task)
- Resources (research, guides, blogs, videos. training, toolkits etc.)
- Results & Social Proof (case studies, testimonials, stats, client logos)
- Support (options for all channels)
- Frequently Asked Questions
- Next Steps

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Solution Pages: Best-in-Class Examples

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Overview.

Clearly articulates their core offerings, differentiators, and target persona.

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Solution Pages: Best-in-Class Examples

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Primary CTAs

- are spread across the page
- guide the user down the funnel
- meet standard design patterns for primary CTAs
- Use language that clearly states what the action will do

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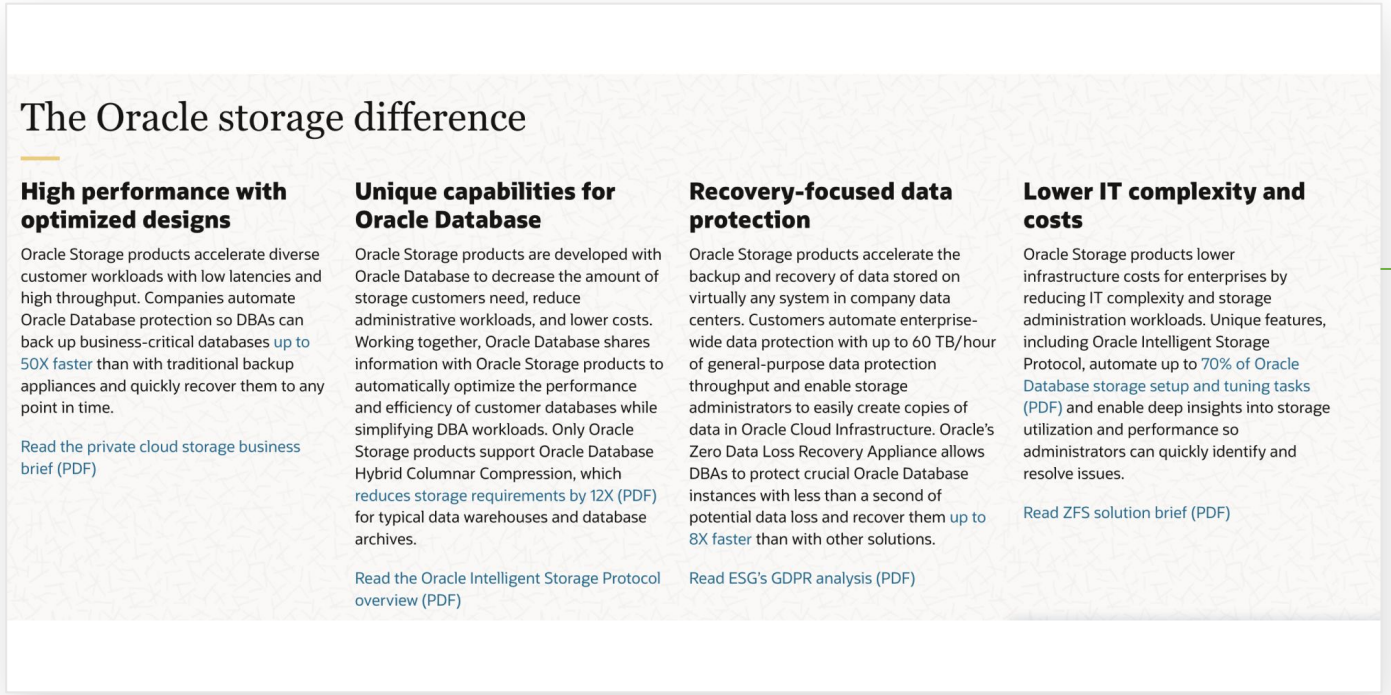
Solution Pages: Best-in-Class Examples



The Oracle storage difference

High performance with optimized designs

Oracle Storage products accelerate diverse customer workloads with low latencies and high throughput. Companies automate Oracle Database protection so DBAs can back up business-critical databases up to 50X faster than with traditional backup appliances and quickly recover them to any point in time.

Read the private cloud storage business brief (PDF)

Unique capabilities for Oracle Database

Oracle Storage products are developed with Oracle Database to decrease the amount of storage customers need, reduce administrative workloads, and lower costs. Working together, Oracle Database shares information with Oracle Storage products to automatically optimize the performance and efficiency of customer databases while simplifying DBA workloads. Only Oracle Storage products support Oracle Database Hybrid Columnar Compression, which reduces storage requirements by 12X (PDF) for typical data warehouses and database archives.

Read the Oracle Intelligent Storage Protocol overview (PDF)

Recovery-focused data protection

Oracle Storage products accelerate the backup and recovery of data stored on virtually any system in company data centers. Customers automate enterprise-wide data protection with up to 60 TB/hour of general-purpose data protection throughput and enable storage administrators to easily create copies of data in Oracle Cloud Infrastructure. Oracle's Zero Data Loss Recovery Appliance allows DBAs to protect crucial Oracle Database instances with less than a second of potential data loss and recover them up to 8X faster than with other solutions.

Read ESG's GDPR analysis (PDF)

Lower IT complexity and costs

Oracle Storage products lower infrastructure costs for enterprises by reducing IT complexity and storage administration workloads. Unique features, including Oracle Intelligent Storage Protocol, automate up to 70% of Oracle Database storage setup and tuning tasks (PDF) and enable deep insights into storage utilization and performance so administrators can quickly identify and resolve issues.

Read ZFS solution brief (PDF)

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Differentiators.

Title is compelling and concise. Clearly defines Oracle's differentiators & core benefits. Additional resources are linked out. Data is used to prove ROI.

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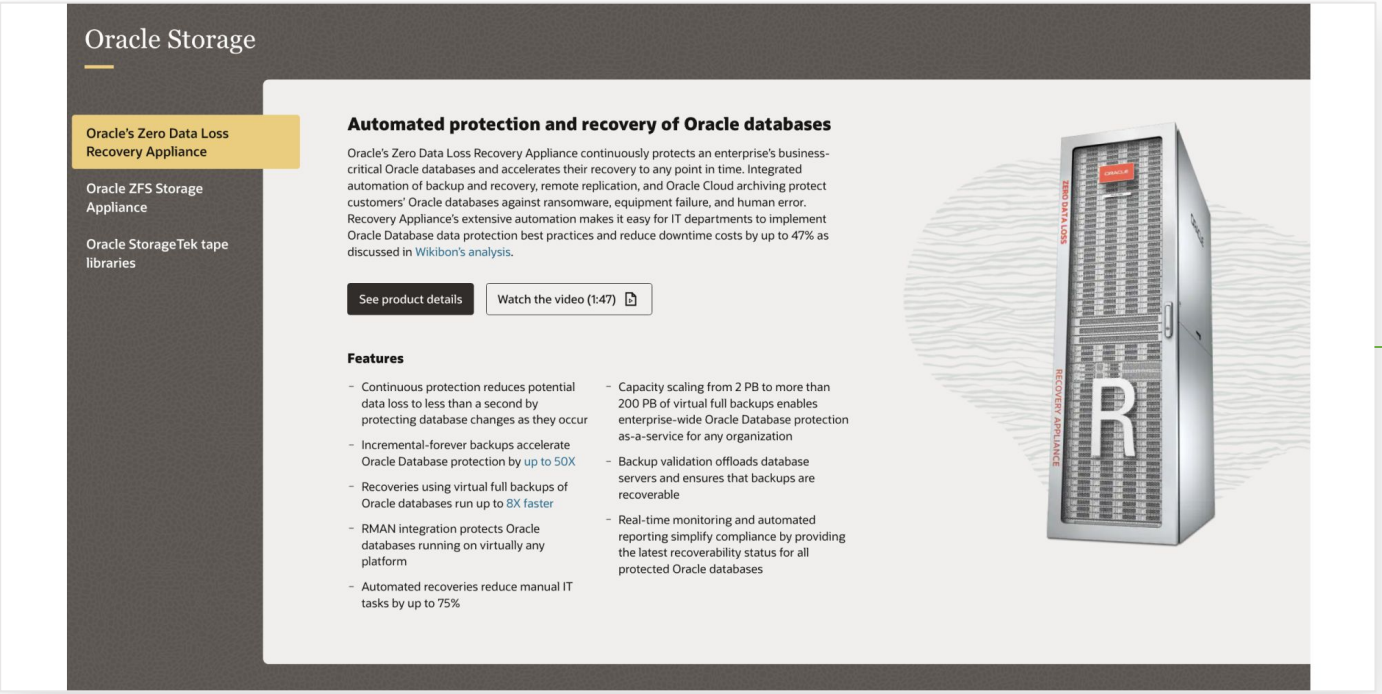
Solution Pages: Best-in-Class Examples



ORACLE

Products.

Interactive component to make the storage solutions more discoverable. This allows Oracle to bring in more relevant content in without needing to hyperlink out to additional resources. Primary and secondary CTAs can be found here.

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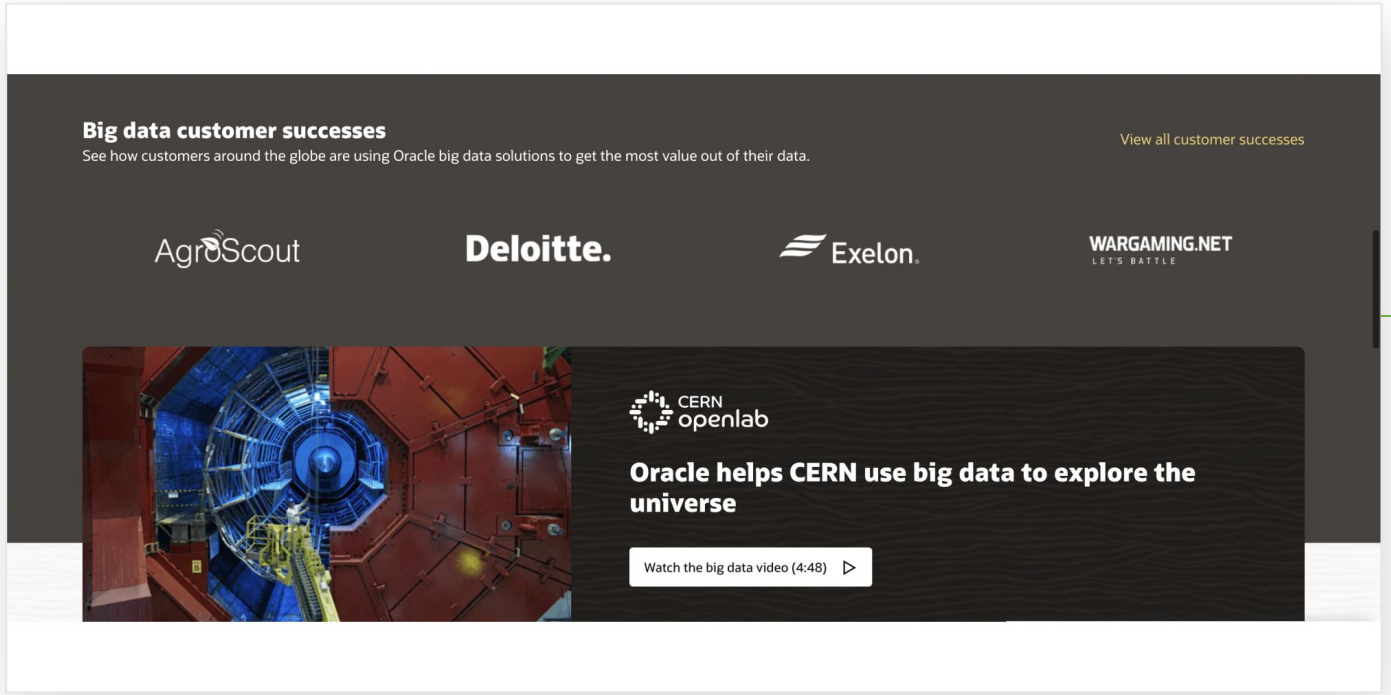
Solution Pages: Best-in-Class Examples



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Social Proof.

Brand logos are used here, building trust with the consumer. This also allows for them to identify themselves amongst competitors or industry-related companies.

Oracle also offers a link to view more customer success stories and a featured video.

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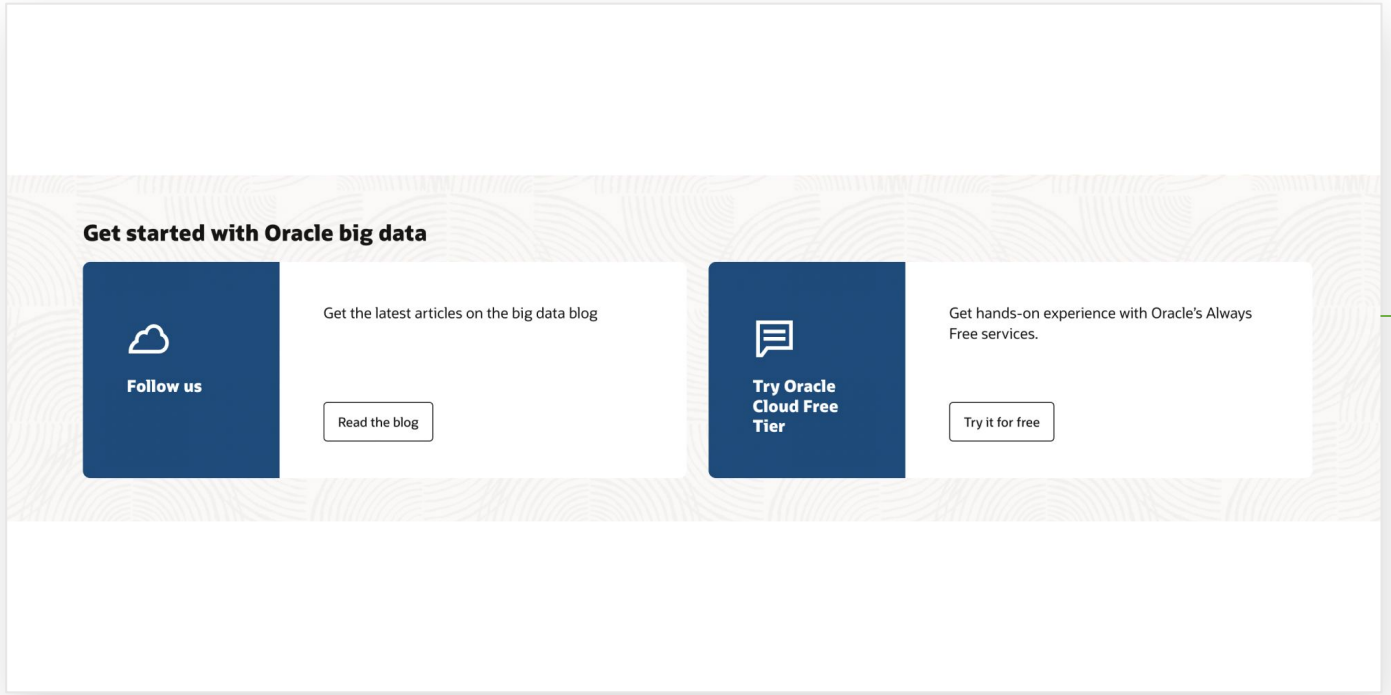
Solution Pages: Best-in-Class Examples



ORACLE

Next Steps.

Whether a user is ready to take the next step or wishes to continue learning, there is a clearly defined path forward for them.

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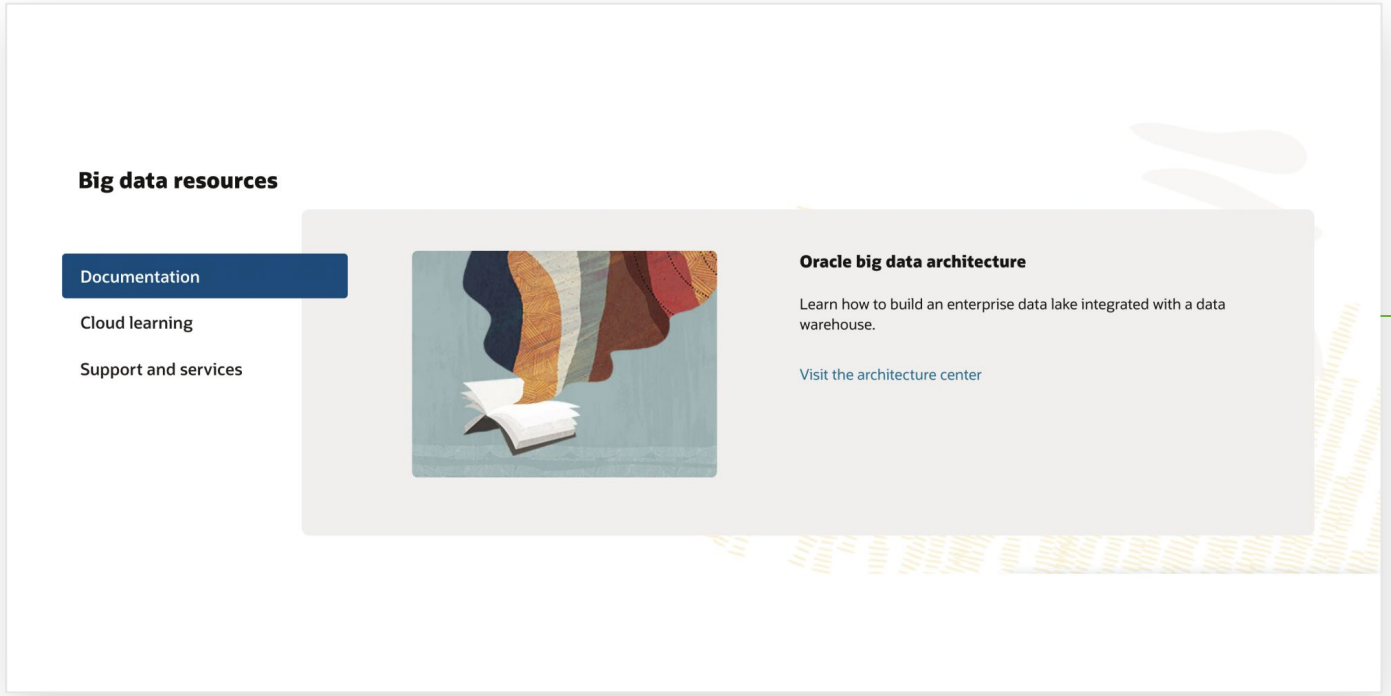
Solution Pages: Best-in-Class Examples



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Resources.

While some resources are sprinkled throughout the page, there is a dedicated section that provides on-page access to a library of resources.

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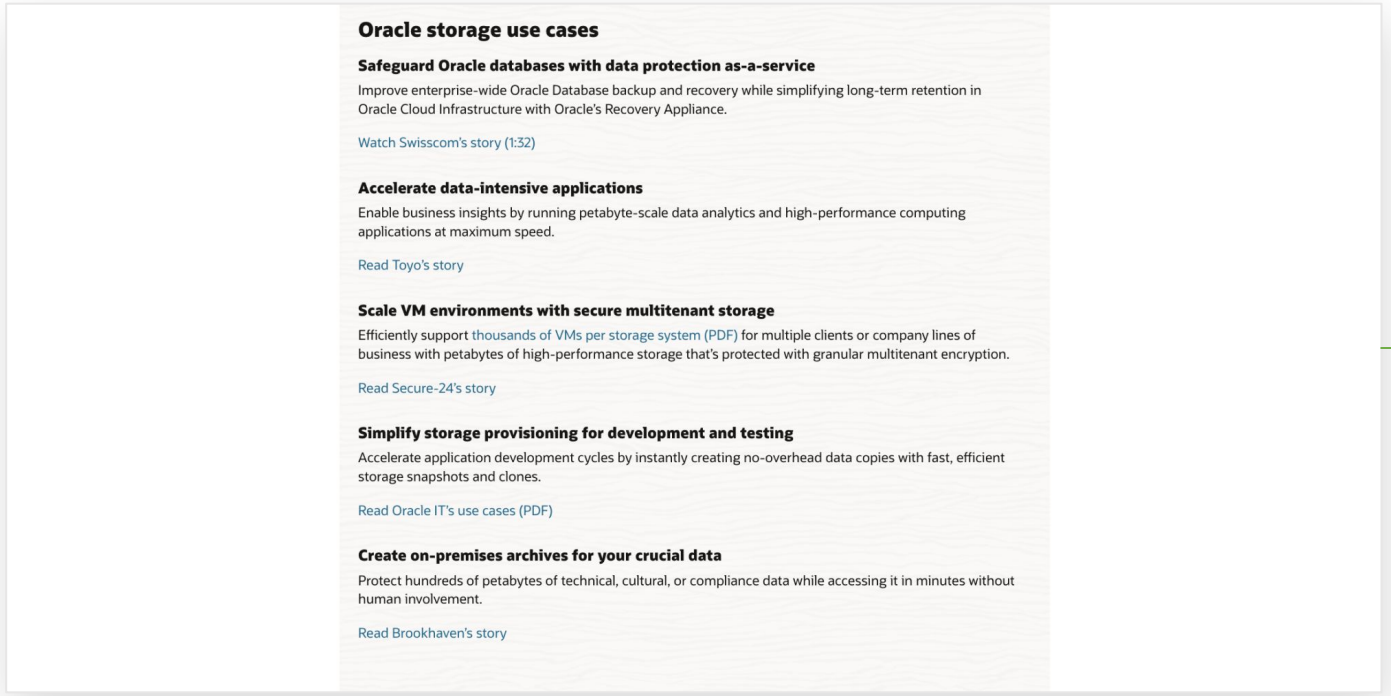
Solution Pages: Best-in-Class Examples



Oracle storage use cases

Safeguard Oracle databases with data protection as-a-service

Improve enterprise-wide Oracle Database backup and recovery while simplifying long-term retention in Oracle Cloud Infrastructure with Oracle's Recovery Appliance.

Watch Swisscom's story (1:32)

Accelerate data-intensive applications

Enable business insights by running petabyte-scale data analytics and high-performance computing applications at maximum speed.

Read Toyo's story

Scale VM environments with secure multitenant storage

Efficiently support thousands of VMs per storage system (PDF) for multiple clients or company lines of business with petabytes of high-performance storage that's protected with granular multitenant encryption.

Read Secure-24's story

Simplify storage provisioning for development and testing

Accelerate application development cycles by instantly creating no-overhead data copies with fast, efficient storage snapshots and clones.

Read Oracle IT's use cases (PDF)

Create on-premises archives for your crucial data

Protect hundreds of petabytes of technical, cultural, or compliance data while accessing it in minutes without human involvement.

Read Brookhaven's story

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Use Cases.

Use cases are clearly defined on page. Each use case is written in an active voice, without jargon, making it easy for a user to identify themselves. It is supplemented with more learning opportunities. Additional resources are offered.

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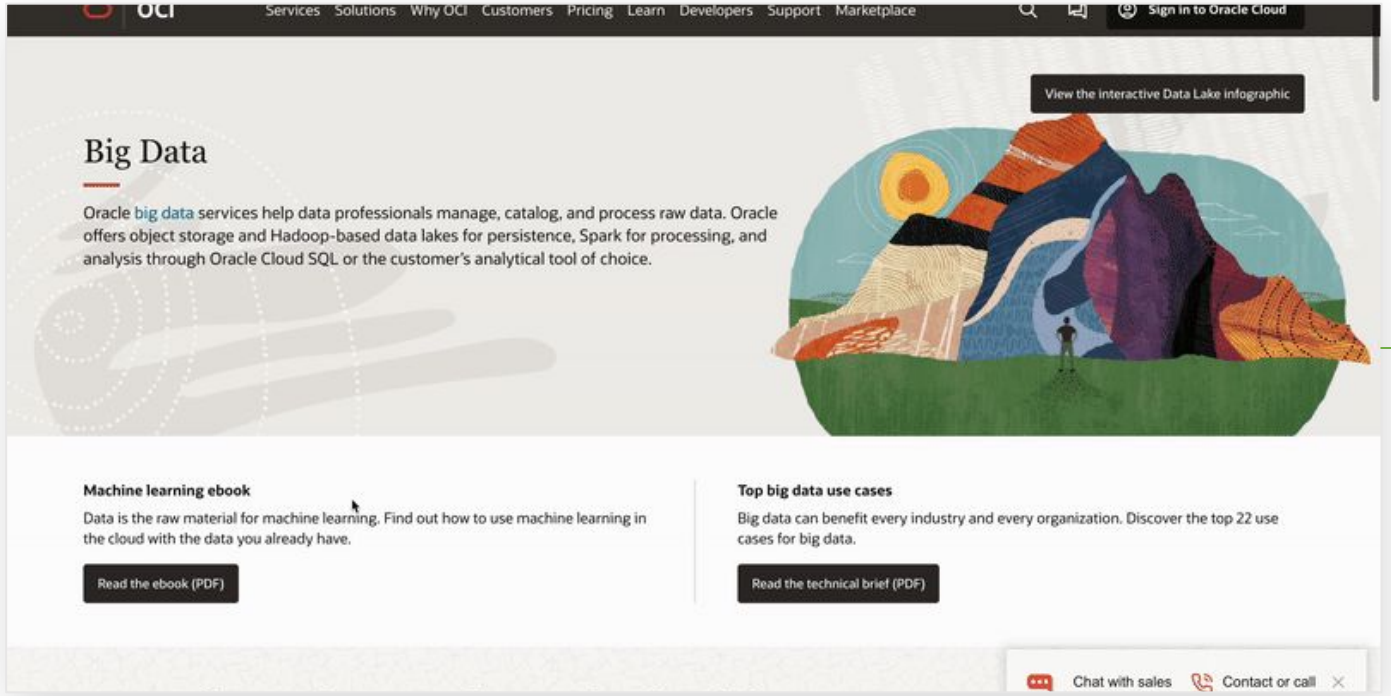
Solution Pages: Best-in-Class Examples



ORACLE

Educational Topic Pages.

In this example, we can see that Oracle has pulled the educational material for beginners into a separate page (that links back directly to the parent page). This not only allows a user to easily access that information as soon as they land on the page, but it means that there is more room on the parent page to explore specific products and solutions.

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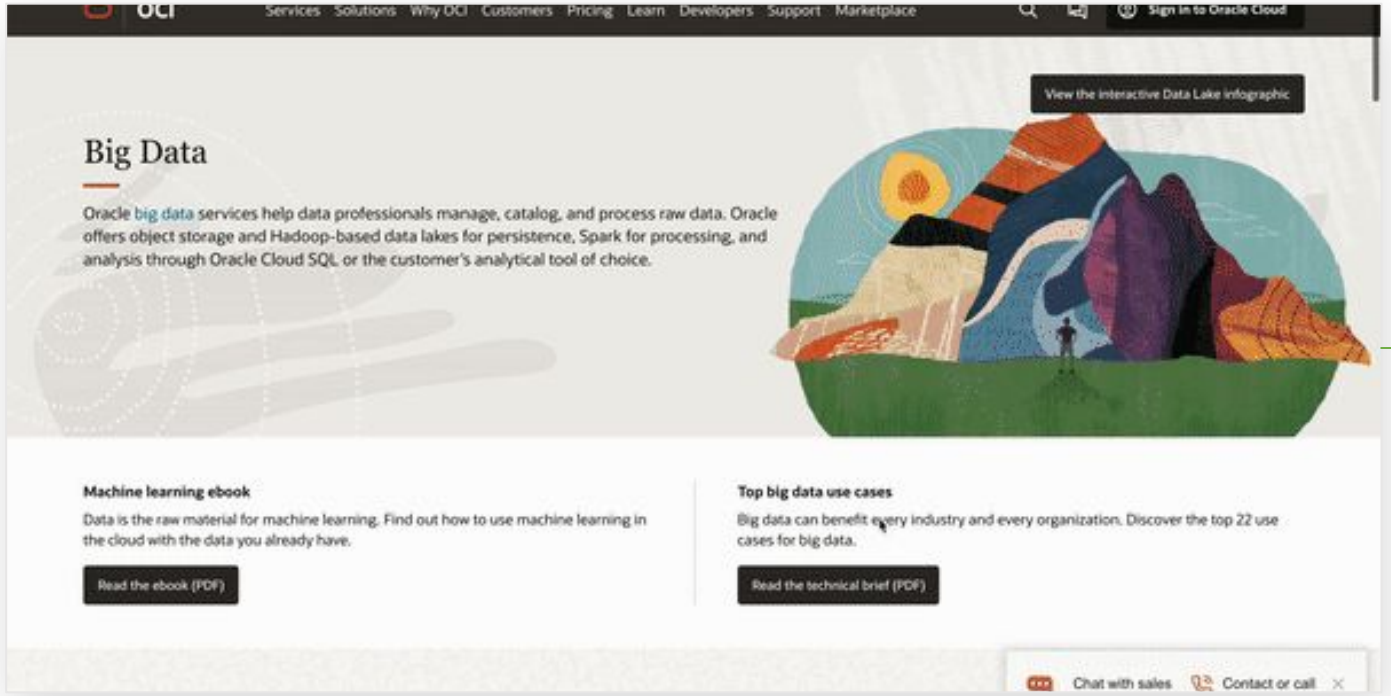
Solution Pages: Best-in-Class Examples



ORACLE

Bonus: User Delight.

Truly Best-In-Class examples go above and beyond. They not only take dense content and make it digestible to the everyday user, but they pull the user in closer by making the content engaging, fun, and one of a kind.

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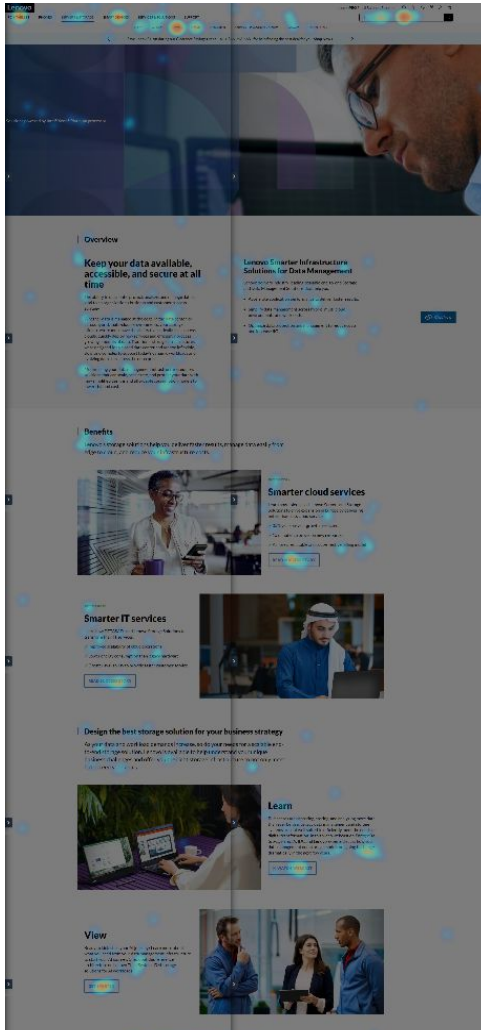
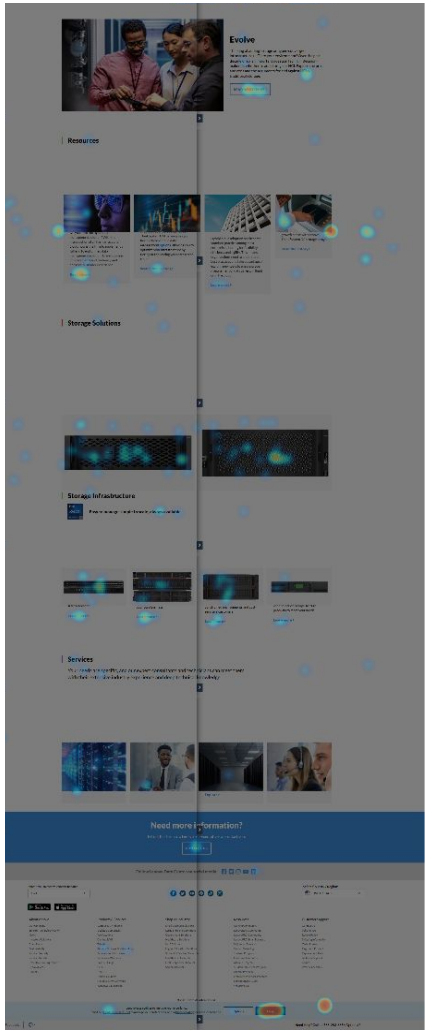
Storage Solutions

Storage Solutions: User Behavior Data





Unique Visitors	1,132
Visits	1,257
Return Visits	523
Page Views	1,575
Bounce Rate	**22.70%**
Average Time on Site	**00:00:47**

i

The bounce rate is considered good since it is below the standard 26%-72% rate range for sites. However, the site time is under 1 minute, which indicates that they are not finding the page, or the site, useful.

We can also observe that users are primarily engaging with the navigational components (header, footer, and carousel scroll). This indicates that they are actively searching for a piece of content that they are not easily discovering.

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Storage Solutions: Abbey Covert's IA Heuristics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	**[2]** Major Problems
Accessible: *Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?*	**[3]** Broken Experience
Clear: *Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?*	**[2]** Major Problems
Communicative: *Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?*	**[2]** Major Problems
Useful: *Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?*	**[2]** Major Problems
Credible: *Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?*	**[1]** Minor Problems
Controllable: *Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?*	**[2]** Major Problems
Valuable: *Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?*	**[2]** Major Problems
Learnable: *Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?*	**[2]** Major Problems
Delightfulness: *What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?*	**[3]** Broken Experience
Average Heuristic Score	**[2.1]**

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

Source

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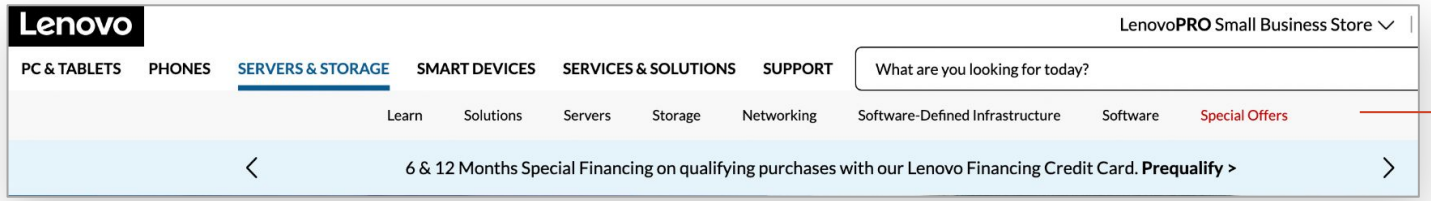
Storage Solutions: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

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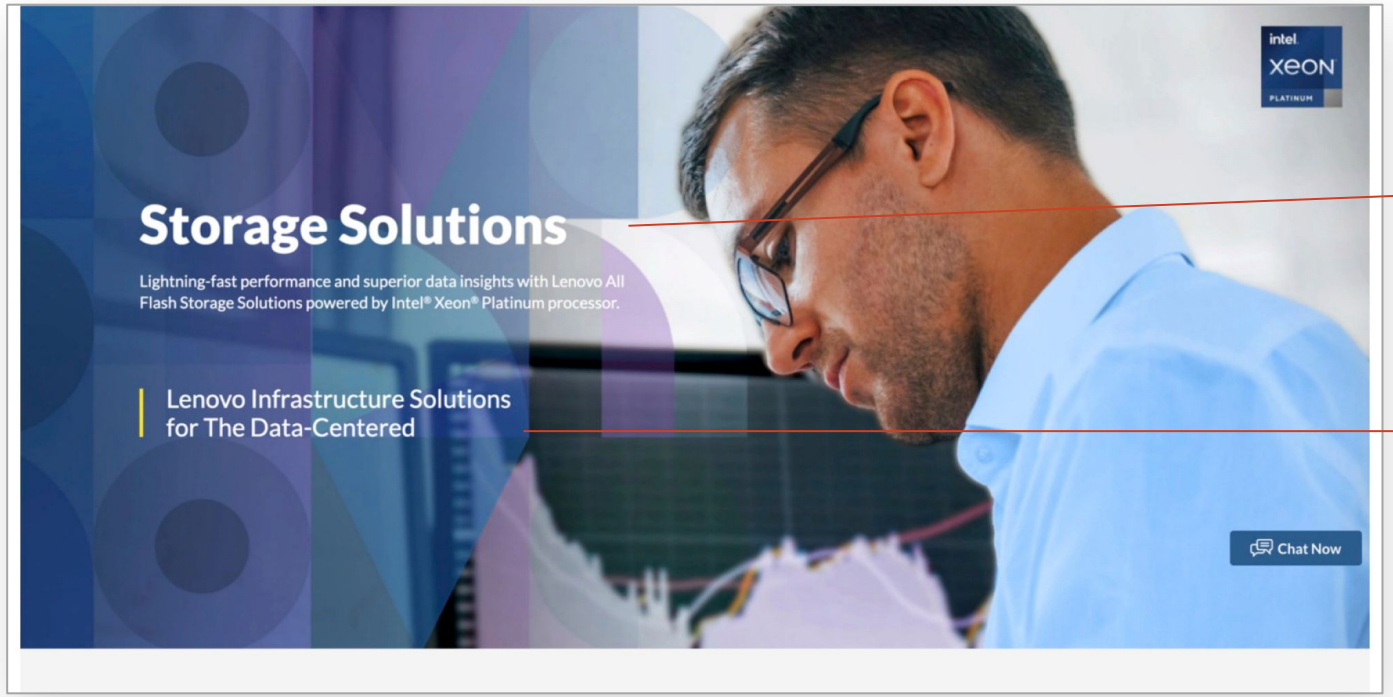
Storage Solutions: Key Issues



Title of the page is not specific. Lenovo has many storage solution types, as evidenced by the drop-down on the second level navigation bar. It also doesn't reflect what is in the URL slug.

The persona is not clearly defined here. Specifying 'The Data-Centered' doesn't help the user determine if they are the target audience and therefore if this solution is right for them.

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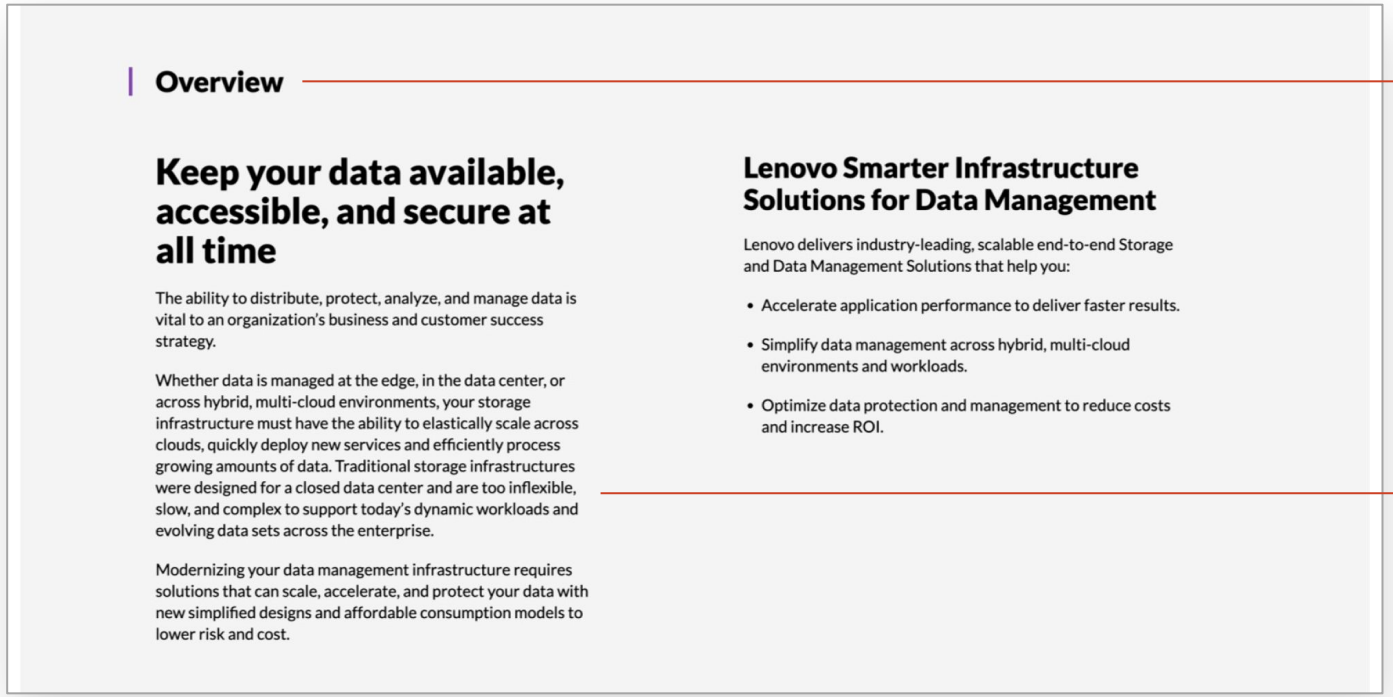
Storage Solutions: Key Issues



Overview

Keep your data available, accessible, and secure at all time

The ability to distribute, protect, analyze, and manage data is vital to an organization's business and customer success strategy.

Whether data is managed at the edge, in the data center, or across hybrid, multi-cloud environments, your storage infrastructure must have the ability to elastically scale across clouds, quickly deploy new services and efficiently process growing amounts of data. Traditional storage infrastructures were designed for a closed data center and are too inflexible, slow, and complex to support today's dynamic workloads and evolving data sets across the enterprise.

Modernizing your data management infrastructure requires solutions that can scale, accelerate, and protect your data with new simplified designs and affordable consumption models to lower risk and cost.

Lenovo Smarter Infrastructure Solutions for Data Management

Lenovo delivers industry-leading, scalable end-to-end Storage and Data Management Solutions that help you:

- Accelerate application performance to deliver faster results.
- Simplify data management across hybrid, multi-cloud environments and workloads.
- Optimize data protection and management to reduce costs and increase ROI.

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used.

Ex: *"Whether data is managed at the edge, in the data center, or across hybrid, multi-cloud environments, your storage infrastructure must have the ability to elastically scale across clouds, quickly deploy new services and efficiently process growing amounts of data."*

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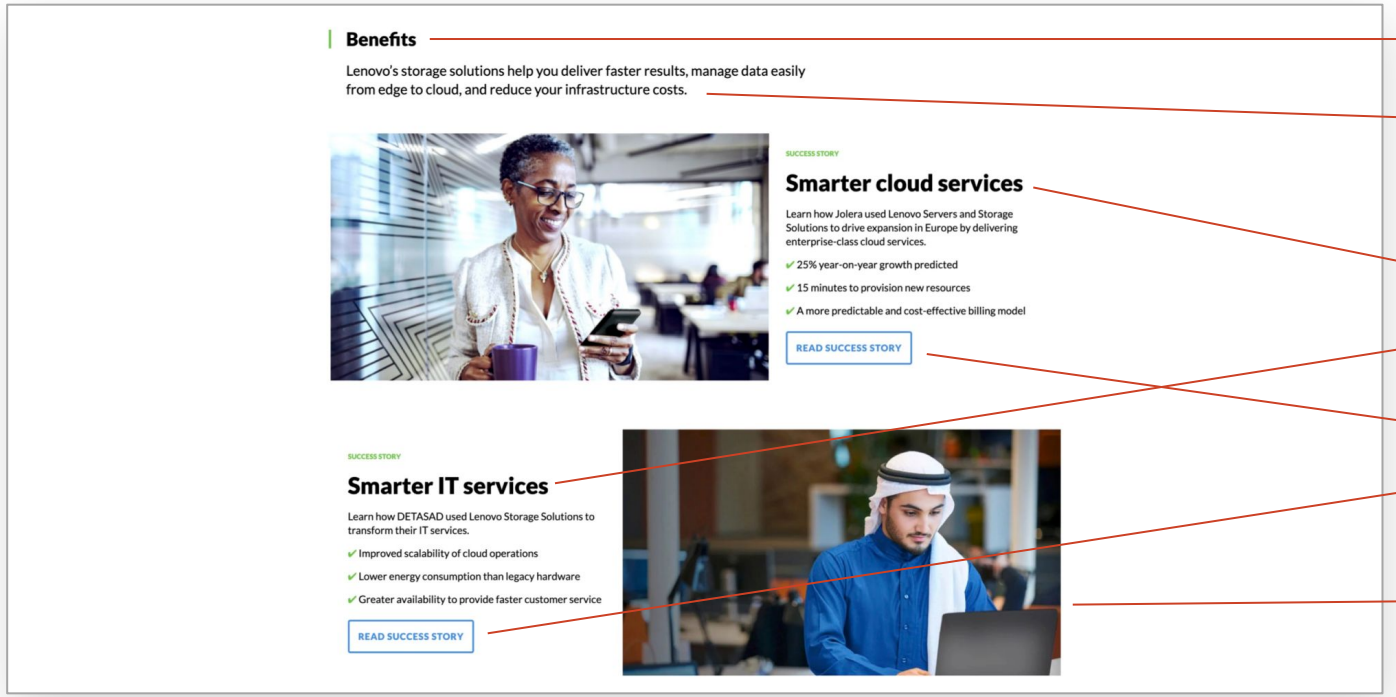
Storage Solutions: Key Issues



Benefits is too generic of a section title.

These benefits should be more clearly highlighted in the following paragraphs.

Smarter ___ Services isn't a clear enough title for a benefit. What makes it smarter?

CTAs are not clear on where they will take you.

Image is generic and doesn't help articulate the content in anyway.

This entire section is missing a primary CTA. What does Lenovo want the user to do with this information?

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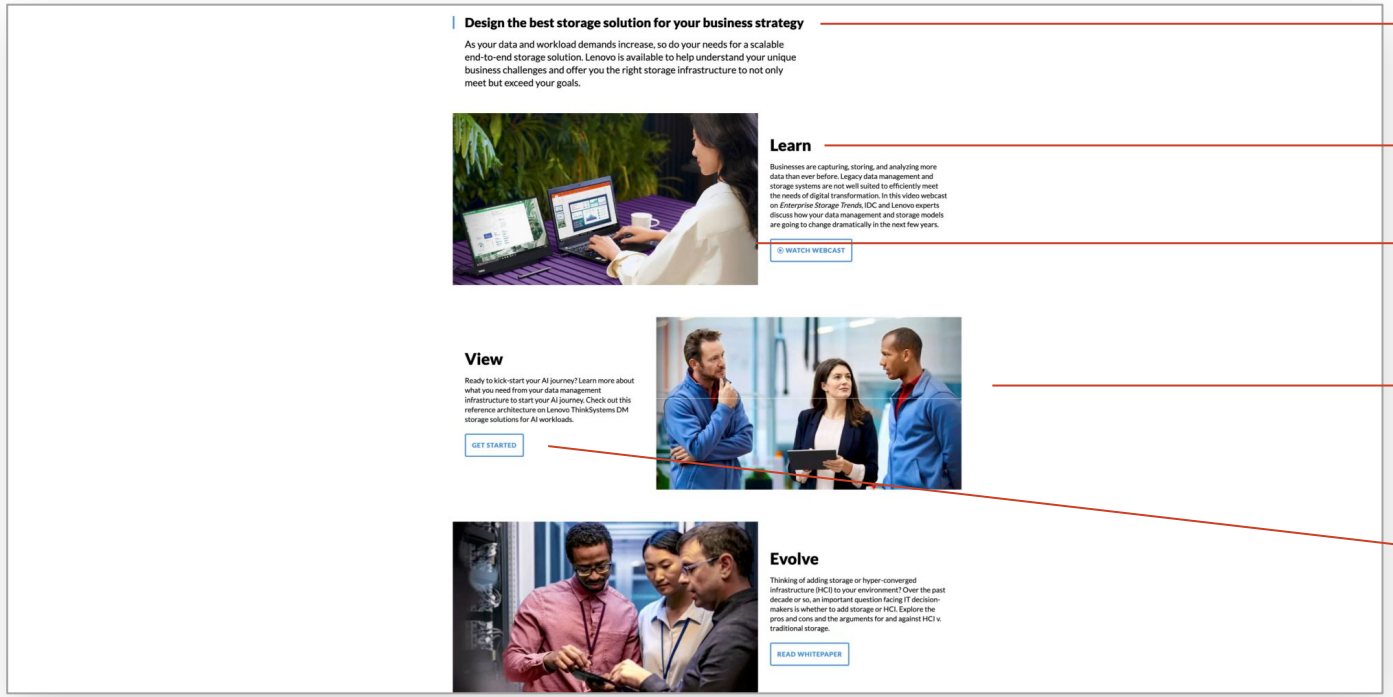
Storage Solutions: Key Issues



Section is missing a primary CTA that correlates with this designing a storage solution for their business strategy.

Titles are too generic: *Learn, View, Evolve.* It is unclear how these titles relate to the section title.

Image is generic and doesn't help articulate the content in anyway.

Content is signaling the user is ready to take action ("ready to kick start your ai journey?") but the actual action of this section is to is simply 'learn more', which is considered a passive CTA.

CTA is signaling the user is ready to take the next step ("get started") but only brings the user to a reference architecture page, without clear next steps on how they would actually move forward with the product/service.

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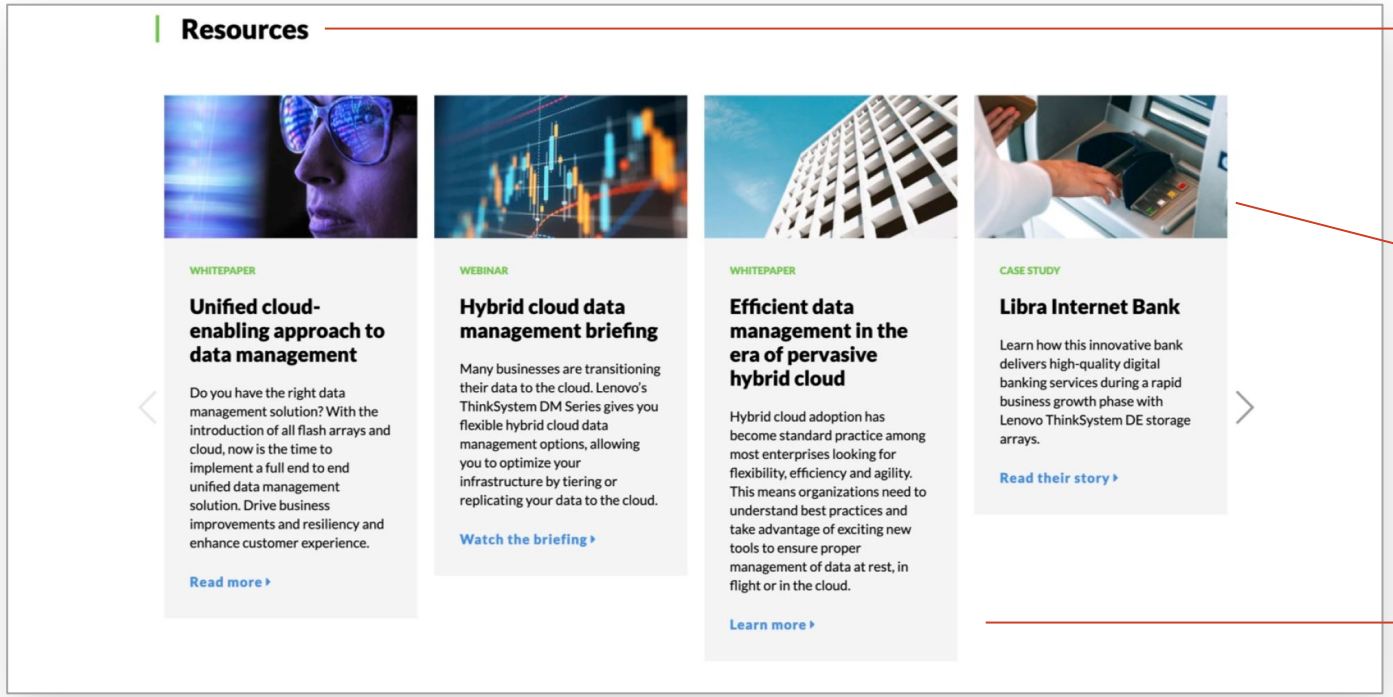
Storage Solutions: Key Issues



This feels like wrap-up content, with resources to continue learning more, and therefore should appear at the bottom of the page to give realestate to primary content.

Images are generic and don't articulate the content in a significant way.

Links are too generic, therefore difficult for the user to scan and take action.

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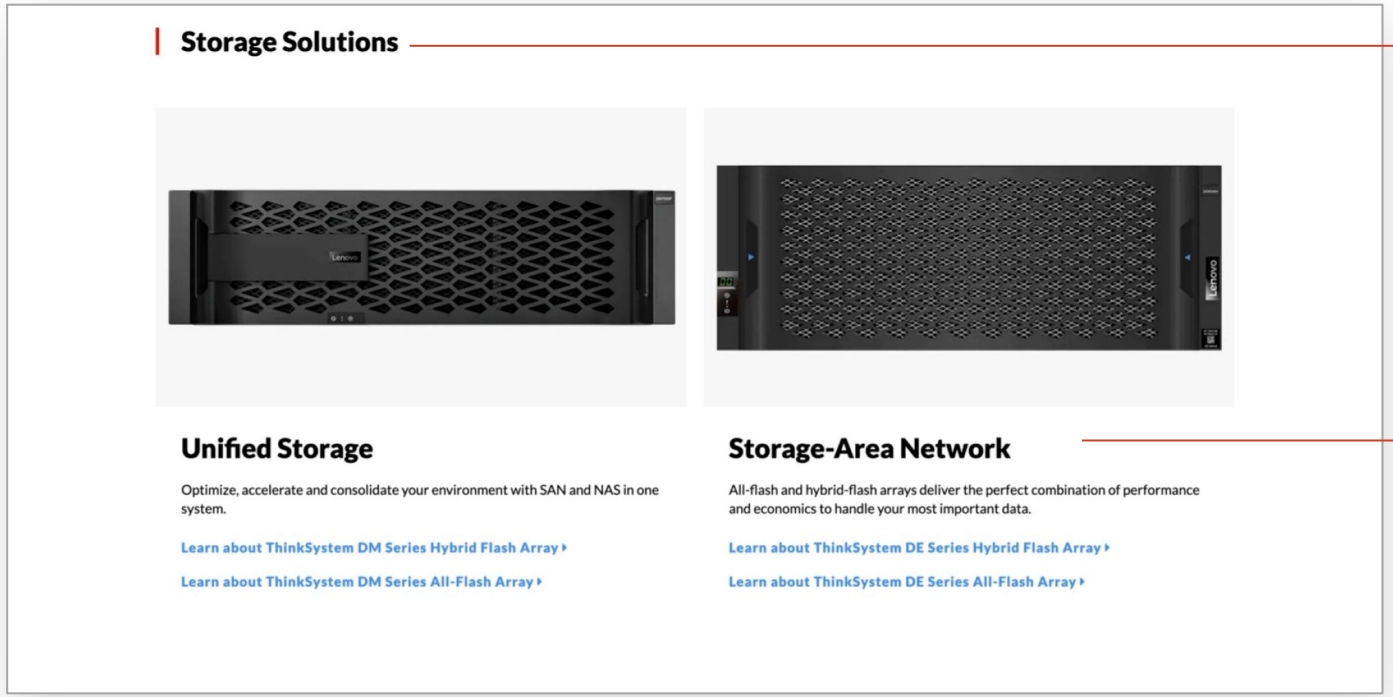
Storage Solutions: Key Issues



This feels like it is the primary content of the page, as it's the specific storage solutions, however it is hidden at the bottom of the page.

These solutions don't clearly connect back to the information, benefits, and success stories outlined in the top half of the page.

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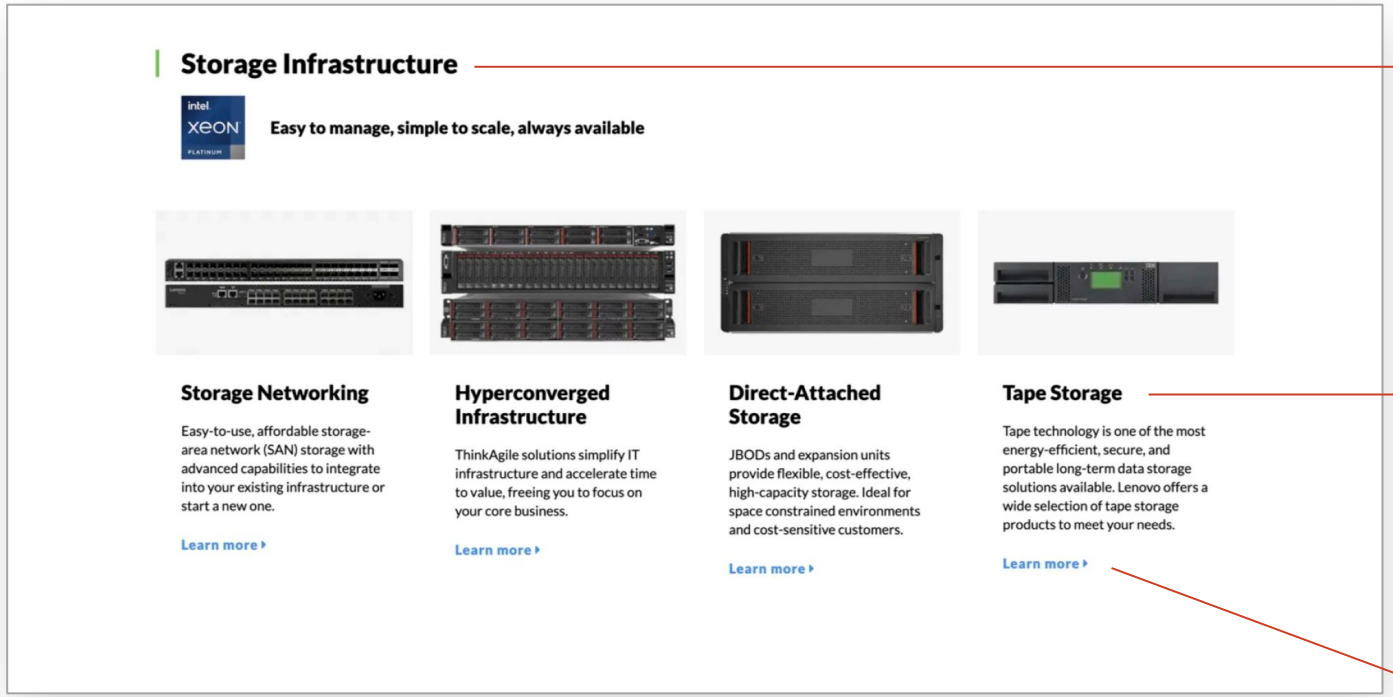
Storage Solutions: Key Issues



This feels like it is the primary content of the page, as it's the specific storage solutions, however it is hidden at the bottom of the page.

These solutions don't clearly connect back to the information, benefits, and success stories outlined in the top half of the page.

Should also include hyperlinks on the image and title to bring you to the same page as where the 'Learn More' brings you.

Repeating CTAs that don't help a user understand where the link will bring them.

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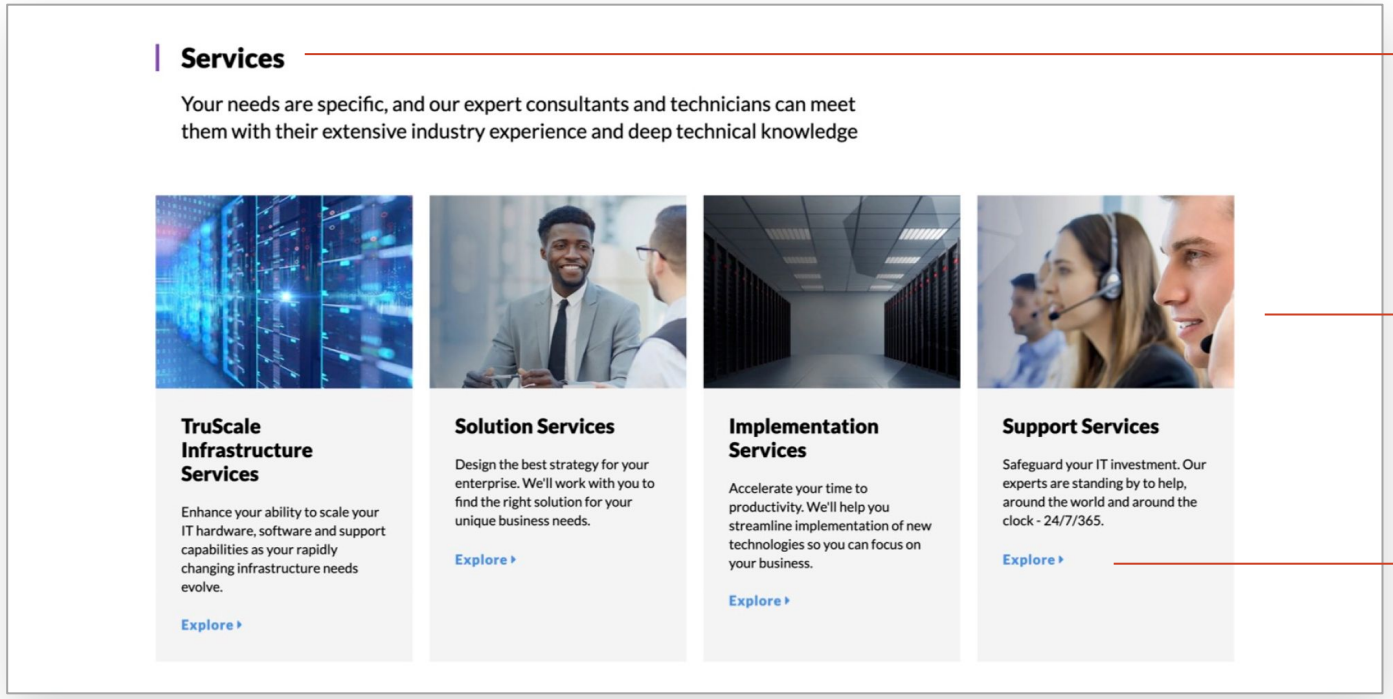
Storage Solutions: Key Issues



Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't articulate the content in a significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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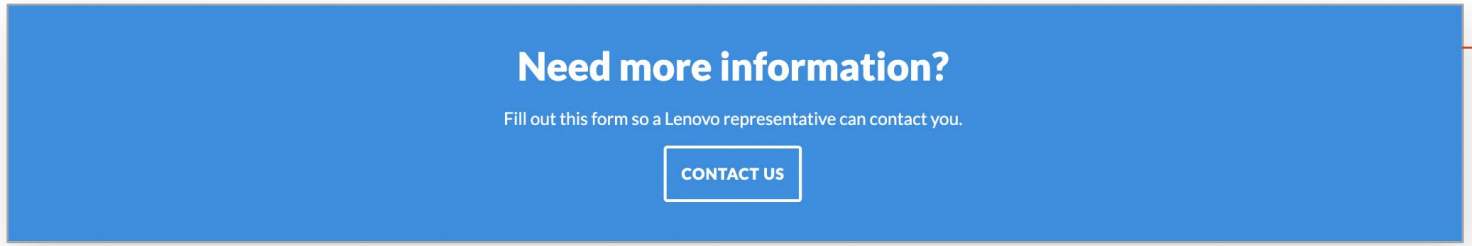
Storage Solutions: Key Issues



This feels like it is the primary action (getting in touch with a human), however it's only located at the footer of each page.

Each page should have a clearly defined primary & secondary action that moves the user further through the funnel. Whether it is a contact form or not, this is one of the biggest pain points found.

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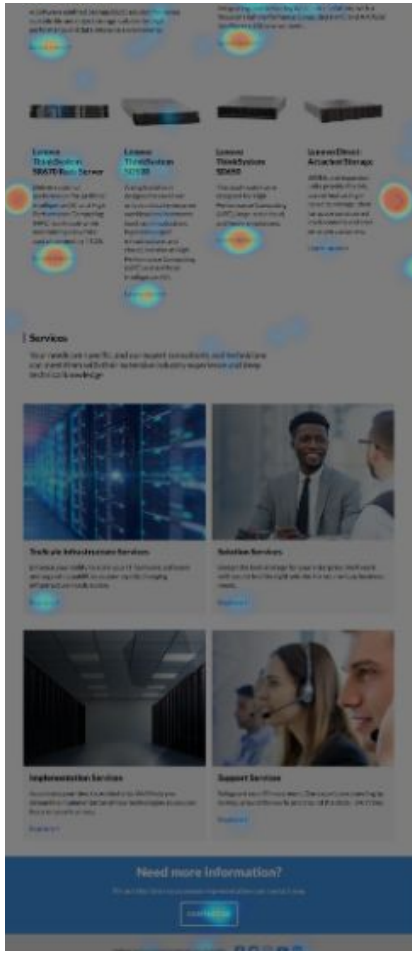
High Performance Computing (HPC).

HPC: User Behavior Data



Unique Visitors	1,285
Visits	1,503
Return Visits	658
Page Views	1,963
Bounce Rate	**26.00%**
Average Time on Site	**00:00:49**

i

The bounce rate is considered good since it is within the standard 26%-72% rate range for sites. However, the site time is under 1 minute, which indicates that they are not finding the page, or the site, useful.

We can also observe from the heatmap that the content users are most engaged with is found near the middle/end of the page. Unsurprisingly, the hottest area of the page are the specific products and solutions.

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HPC: Abbey Covert's IA Heuristics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	**[2]** Major Problems
Accessible: *Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?*	**[3]** Broken Experience
Clear: *Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?*	**[2]** Major Problems
Communicative: *Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?*	**[2]** Major Problems
Useful: *Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?*	**[2]** Major Problems
Credible: *Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?*	**[1]** Minor Problems
Controllable: *Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?*	**[2]** Major Problems
Valuable: *Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?*	**[2]** Major Problems
Learnable: *Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?*	**[2]** Major Problems
Delightfulness: *What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?*	**[3]** Broken Experience
Average Heuristic Score	**[2.1]**

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

Source

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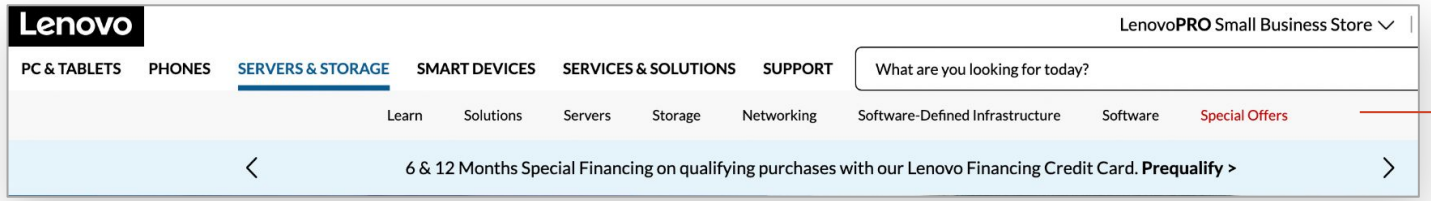
HPC: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

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HPC: Content Assessment

Image is generic and doesn't help articulate the content in anyway.

The hero copy is generic and doesn't specify what kinds of business goals or problems Lenovo's specific supercomputing solutions will solve – or how.

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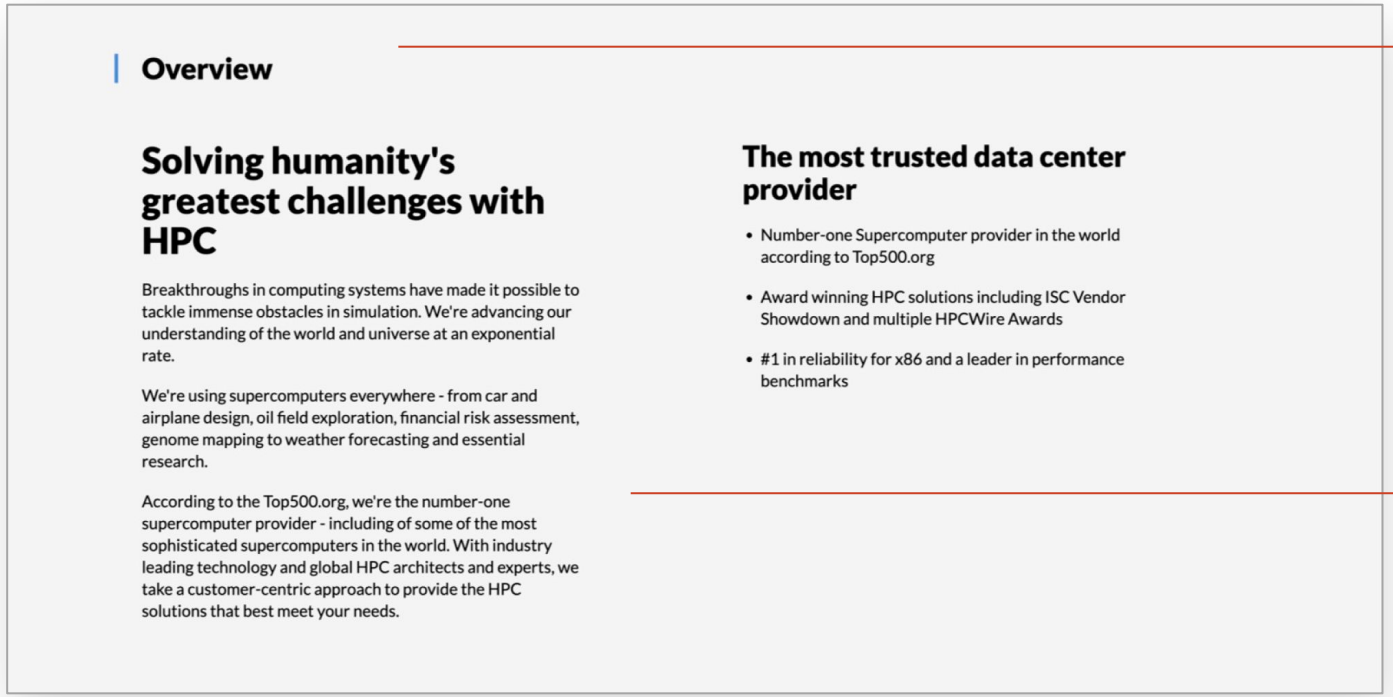
HPC: Content Assessment



Overview

Solving humanity's greatest challenges with HPC

Breakthroughs in computing systems have made it possible to tackle immense obstacles in simulation. We're advancing our understanding of the world and universe at an exponential rate.

We're using supercomputers everywhere - from car and airplane design, oil field exploration, financial risk assessment, genome mapping to weather forecasting and essential research.

According to the Top500.org, we're the number-one supercomputer provider - including of some of the most sophisticated supercomputers in the world. With industry leading technology and global HPC architects and experts, we take a customer-centric approach to provide the HPC solutions that best meet your needs.

The most trusted data center provider

- Number-one Supercomputer provider in the world according to Top500.org
- Award winning HPC solutions including ISC Vendor Showdown and multiple HPCWire Awards
- #1 in reliability for x86 and a leader in performance benchmarks

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains too much grandiose language that make it difficult for a user to connect to their actual use-case(s). *Ex. immense obstacles in simulation, understanding the world and universe at an exponential rate.*

The content makes it sound like it is simply describing HPC, and not Lenovo's differentiators from their competitors.

Top500.org is cited a few times, and generic statements like #1 in reliability, without there being any links to sources or citations.

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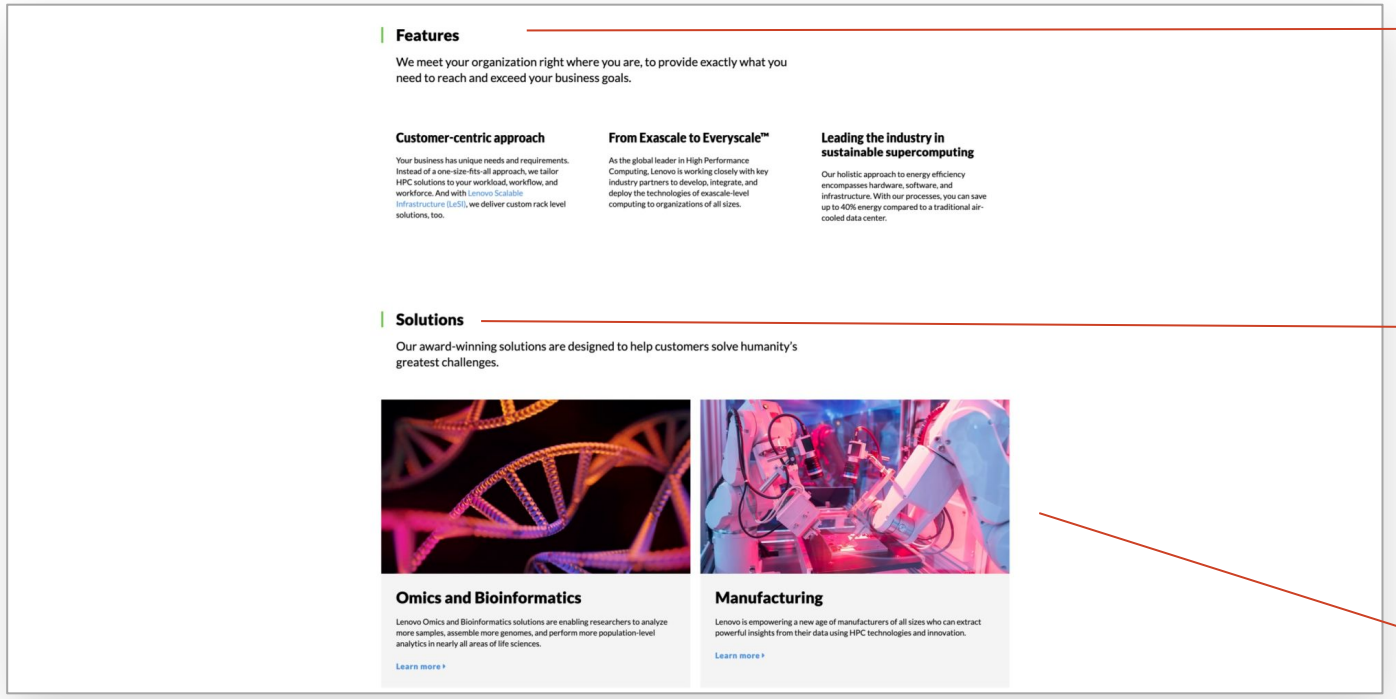
HPC: Content Assessment



Generic title. Doesn't specify what it is describing (eg, features of what?). It also doesn't seem connected to the content nested within the section. *Customer-centric approach, From Exascale to Everyscale, and Leading the industry in sustainable supercomputing* all feel like differentiators or core values, not features being offered of a singular product.

Solutions, features, and product sections are not clearly differentiated between one another by titles alone.

The subheader here doesn't provide any additional information to add value.

These components are visually interesting and clearly differentiated from one another. However, it is not clear what the user should do next if they want to pursue a solution. The only option offered is a generic *Learn More,* which is repetitive and doesn't tell the user where that link will take them.

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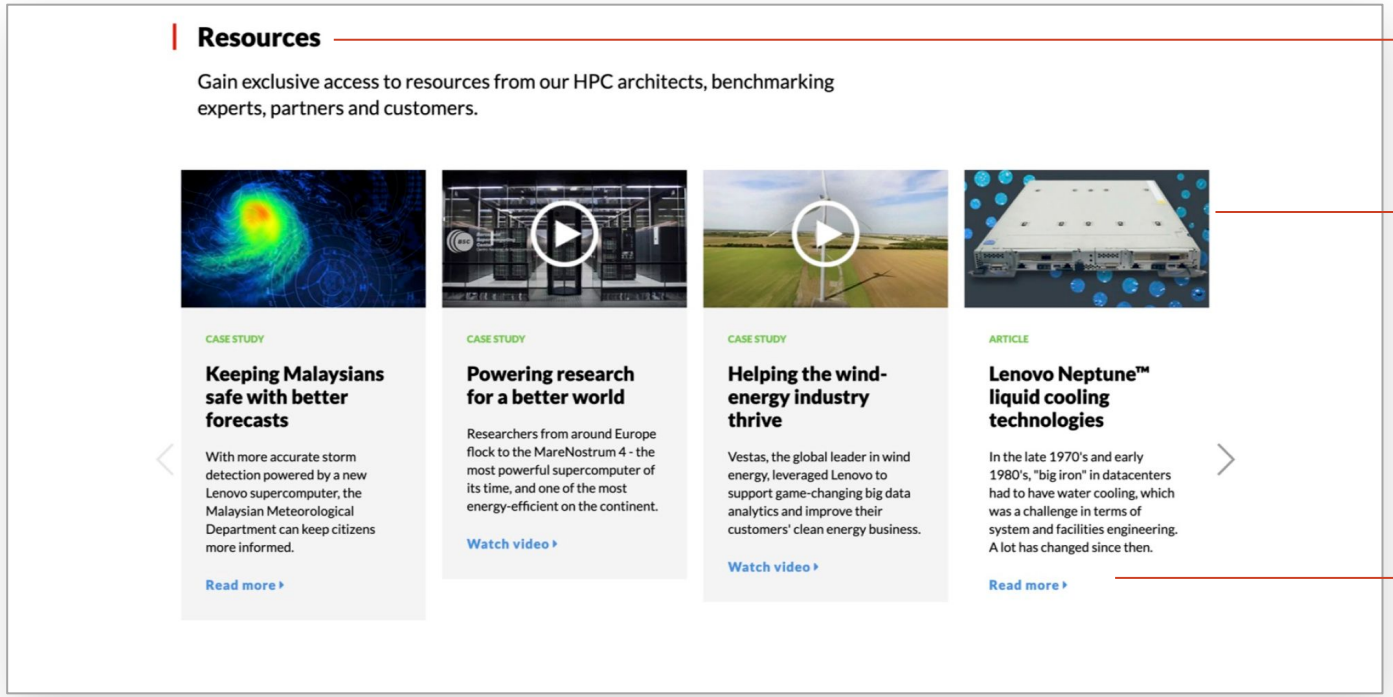
HPC: Content Assessment



This feels like wrap-up content, with resources to continue learning more, and therefore should appear at the bottom of the page to give real estate to primary content.

Image is generic and doesn't help articulate the content in anyway.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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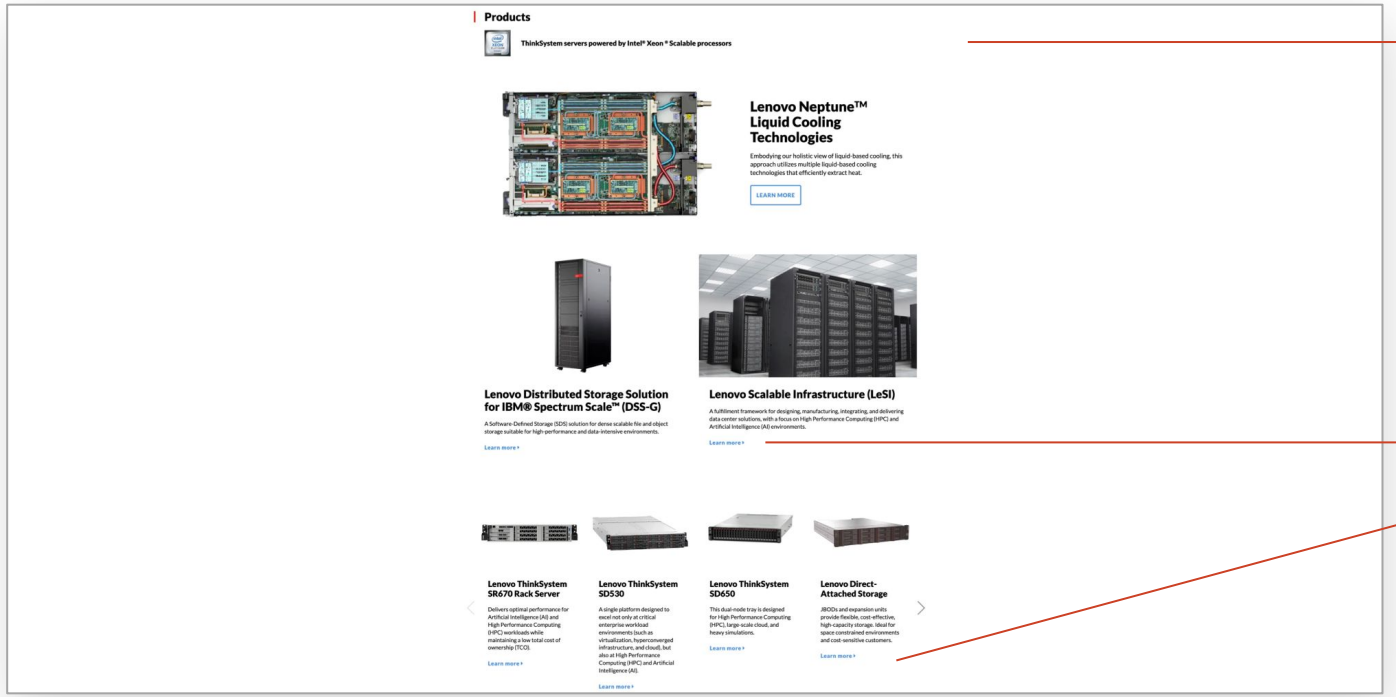
HPC: Content Assessment



This feels like it is the primary content of the page, as it's the specific HPC offerings, however it is hidden towards the bottom of the page. We can validate this by noting the 'hotness' on the heatmap.

This section is part of the primary content. It is connecting the user directly to a product solution for their needs. However, the leading CTA for every one of these offerings is *Learn More.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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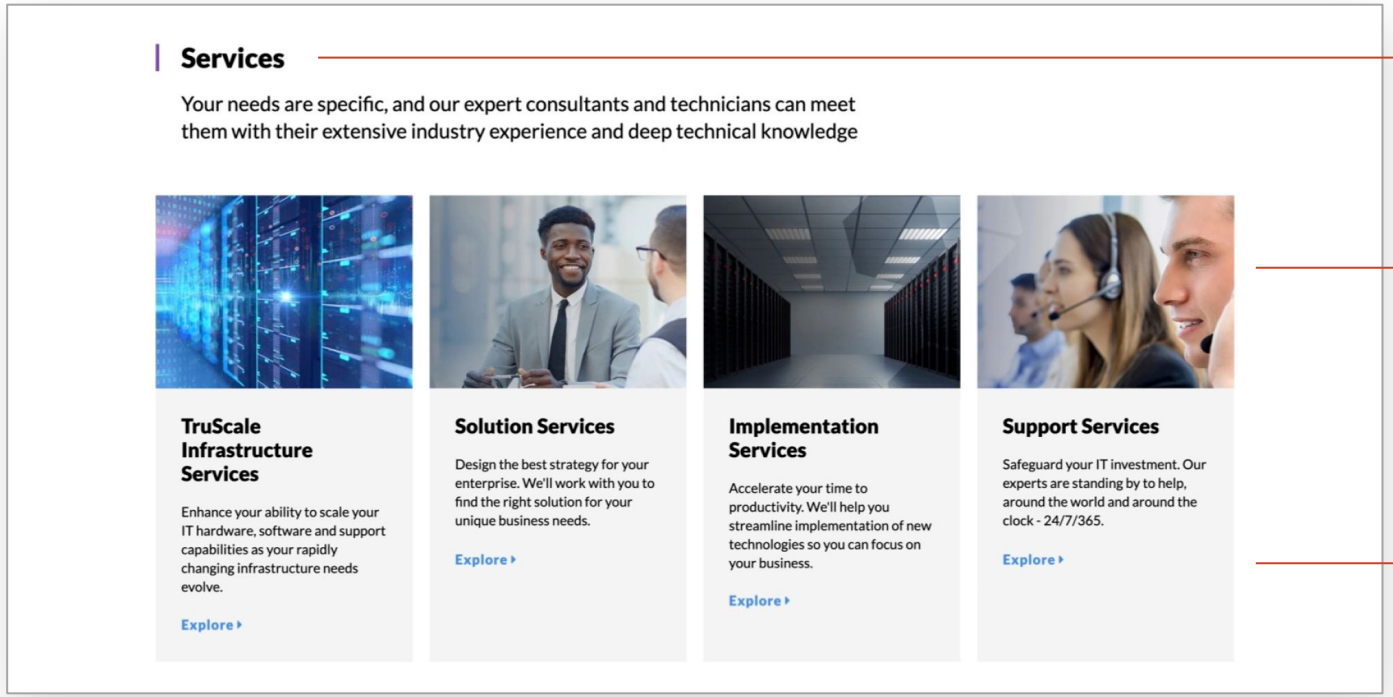
HPC: Content Assessment



Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't help articulate the content in any significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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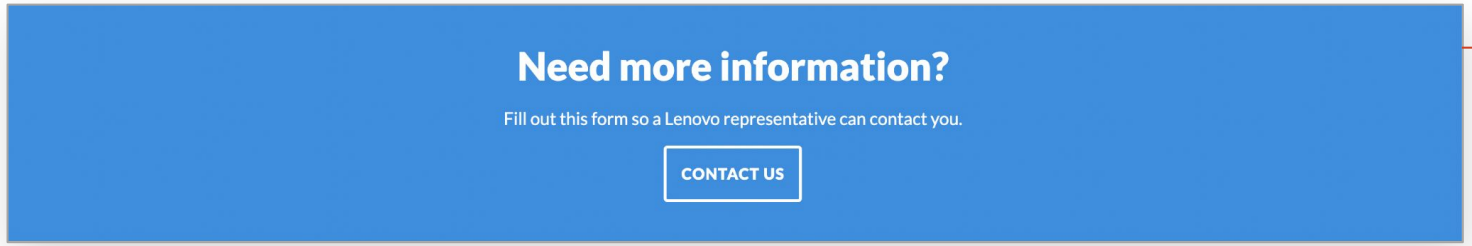
HPC: Key Issues



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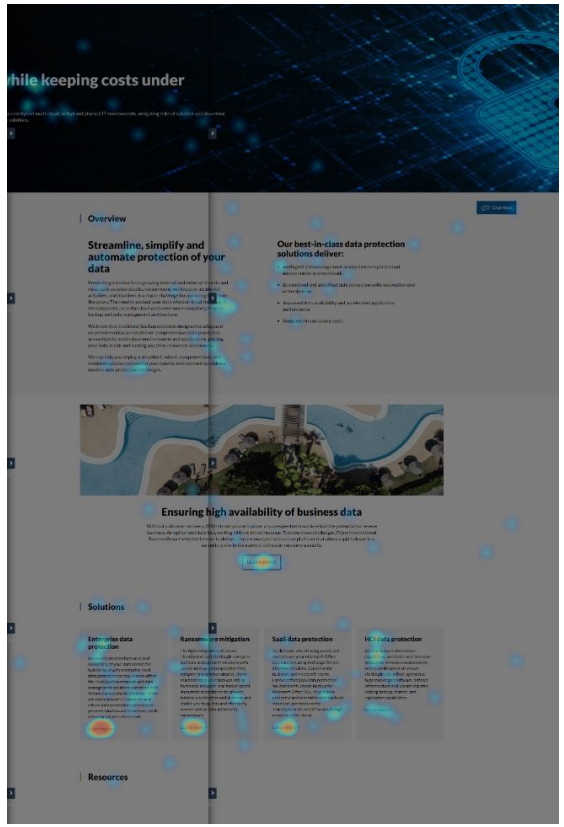
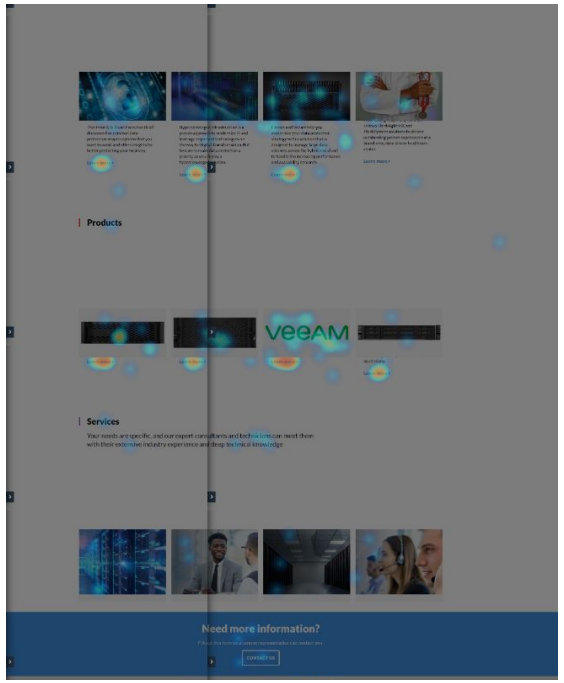
Backup and Disaster Recovery

Backup and Disaster Recovery: User Behavior Data





Unique Visitors	899
Visits	967
Return Visits	377
Page Views	1,197
Bounce Rate	**20.90%**
Average Time	**00:01:00**

i

The bounce rate is considered good since it is below the standard 26%-72% rate range for sites.

We can also see from the heatmap that users are engaging with each section's CTA, indicating that they are finding relevant content here.

However, the site time is just over 1 minute, which indicates that they are not finding the page, or the site, useful.

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Backup and Disaster Recovery: Abbey Covert's IA Heuristics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	[2] Major Problems
Accessible: *Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?*	[3] Broken Experience
Clear: *Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?*	[2] Major Problems
Communicative: *Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?*	[2] Major Problems
Useful: *Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?*	[2] Major Problems

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

Credible: *Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?*	[1] Minor Problems
Controllable: *Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?*	[2] Major Problems
Valuable: *Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?*	[2] Major Problems
Learnable: *Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?*	[2] Major Problems
Delightfulness: *What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?*	[3] Broken Experience
Average Heuristic Score	**[2.1]**

Source

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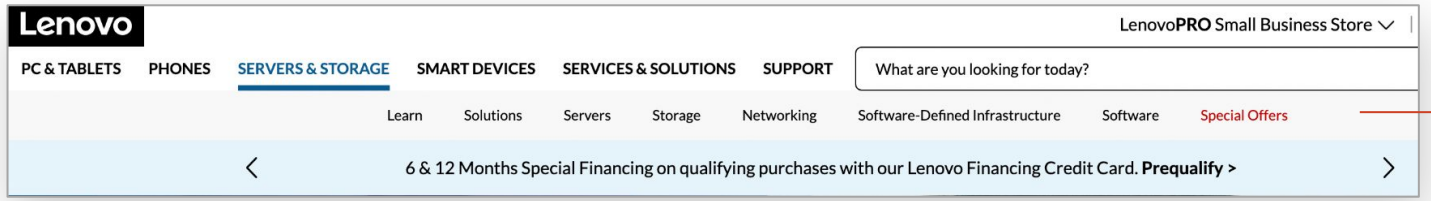
Backup and Disaster Recovery: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

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Backup and Disaster Recovery: Content Assessment

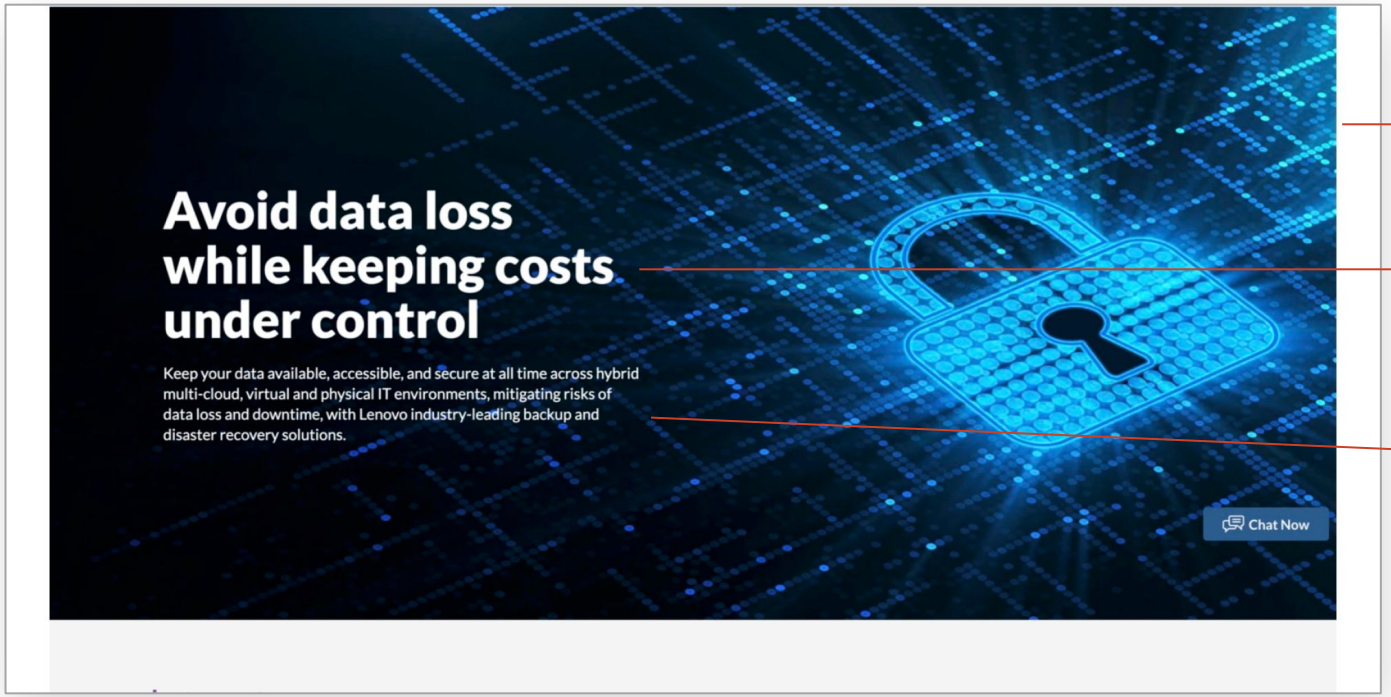

Image is generic and doesn't help articulate the content in anyway.

Name of the page is missing in the page title here. This makes it difficult for the user to quickly tell what page they are on. It also can hurt SEO because the title doesn't match the slug.

Long compound sentence that is easy to get lost in.

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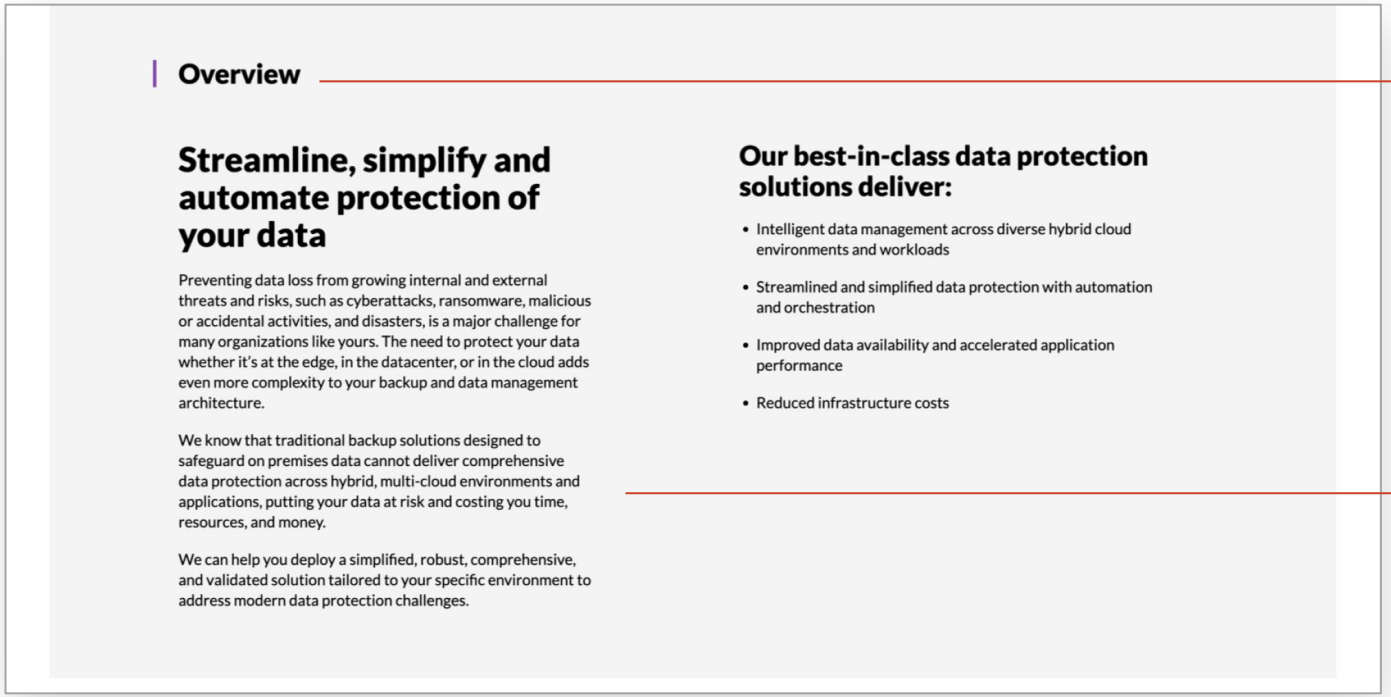
Backup and Disaster Recovery: Content Assessment



Overview

Streamline, simplify and automate protection of your data

Preventing data loss from growing internal and external threats and risks, such as cyberattacks, ransomware, malicious or accidental activities, and disasters, is a major challenge for many organizations like yours. The need to protect your data whether it's at the edge, in the datacenter, or in the cloud adds even more complexity to your backup and data management architecture.

We know that traditional backup solutions designed to safeguard on premises data cannot deliver comprehensive data protection across hybrid, multi-cloud environments and applications, putting your data at risk and costing you time, resources, and money.

We can help you deploy a simplified, robust, comprehensive, and validated solution tailored to your specific environment to address modern data protection challenges.

Our best-in-class data protection solutions deliver:

- Intelligent data management across diverse hybrid cloud environments and workloads
- Streamlined and simplified data protection with automation and orchestration
- Improved data availability and accelerated application performance
- Reduced infrastructure costs

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used. It also uses forced closeness ('organizations like yours') without actually acknowledging what persona they are speaking to.

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Backup and Disaster Recovery: Content Assessment

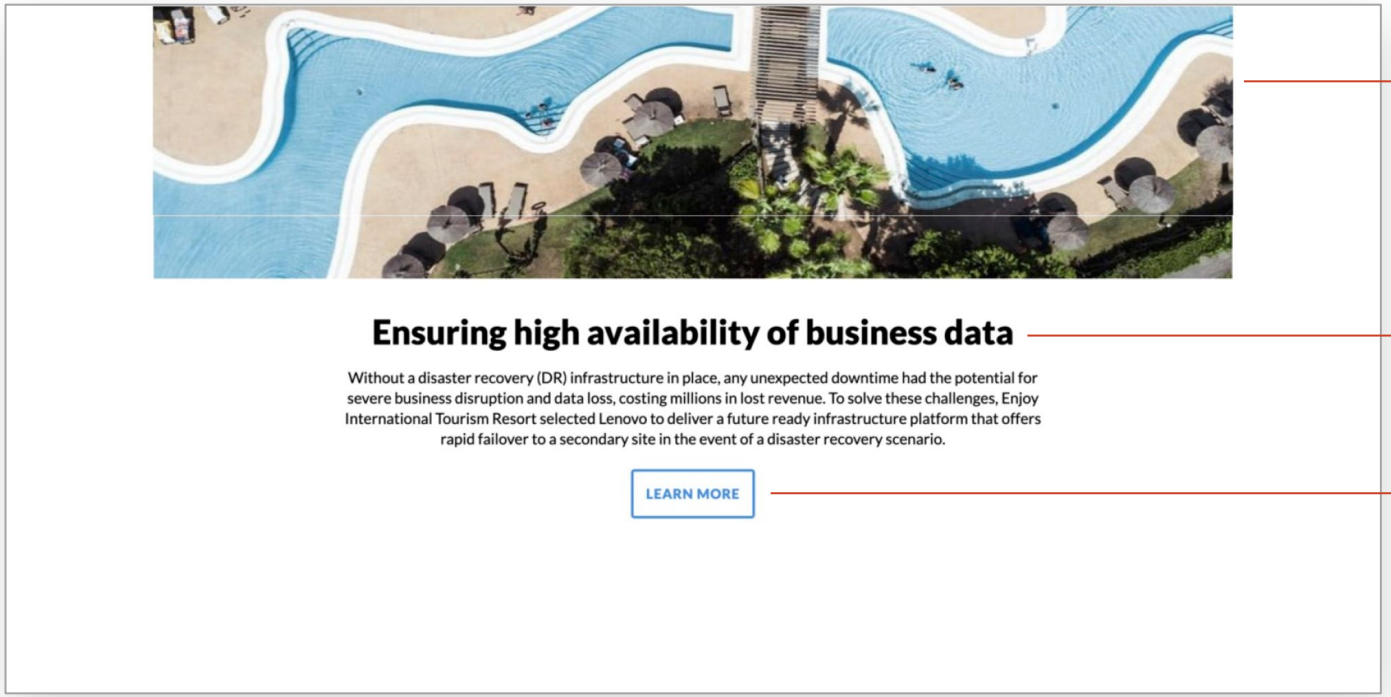

Photo feels particularly jarring since the user does not yet know (from the image or section title) that the tropical photo is relevant because the highlighted client is Enjoy International Tourism Resort.

Title doesn't make it clear that this section is highlighting a specific customer's success story.

Generic CTA copy

Too much friction here to get to learning. If a user clicked this CTA, it would bring them to a landing page for the case study, which they would then have to click on another CTA to open and read.

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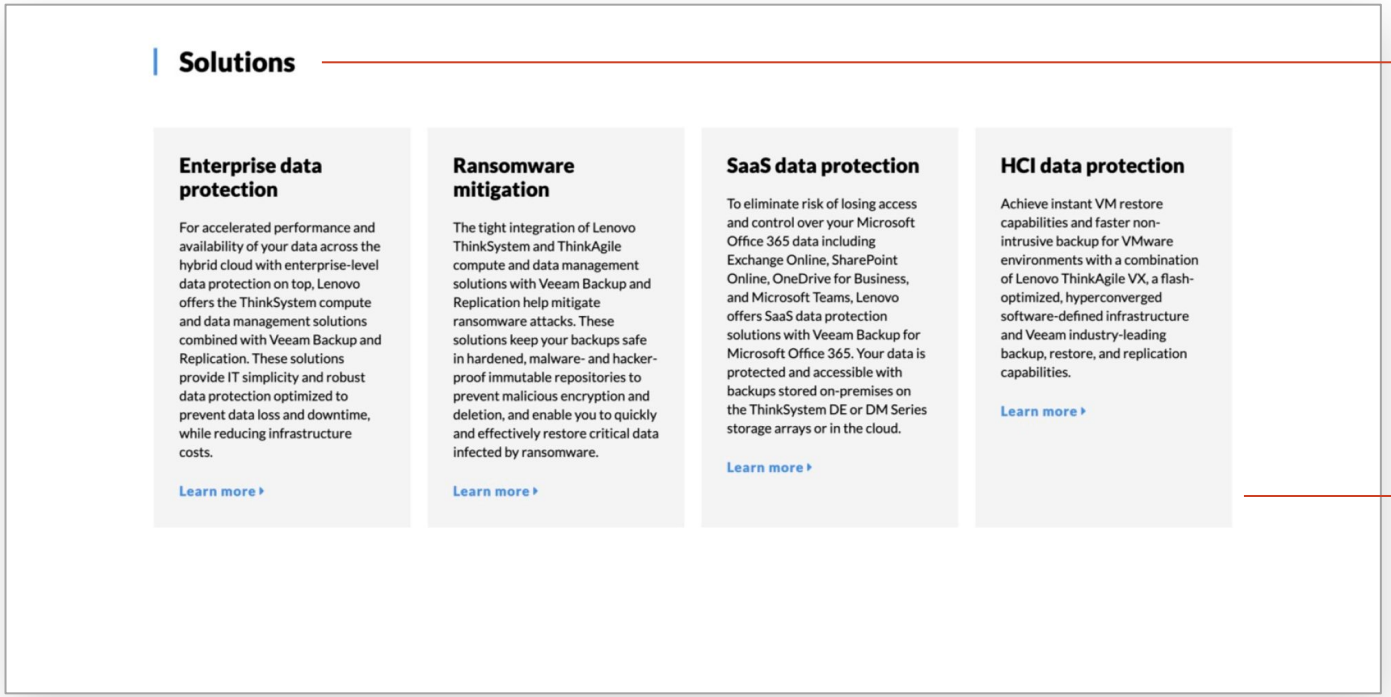
Backup and Disaster Recovery: Content Assessment



This feels like it is the primary content of the page, as it's the specific product offerings. However it feels hidden because the component is lacking any visual indicators (graphics, large primary CTAs, color, etc.).

This section is part of the primary content. It is connecting the user directly to a product solution for their needs. However, the leading CTA for every one of these offerings is *Learn More.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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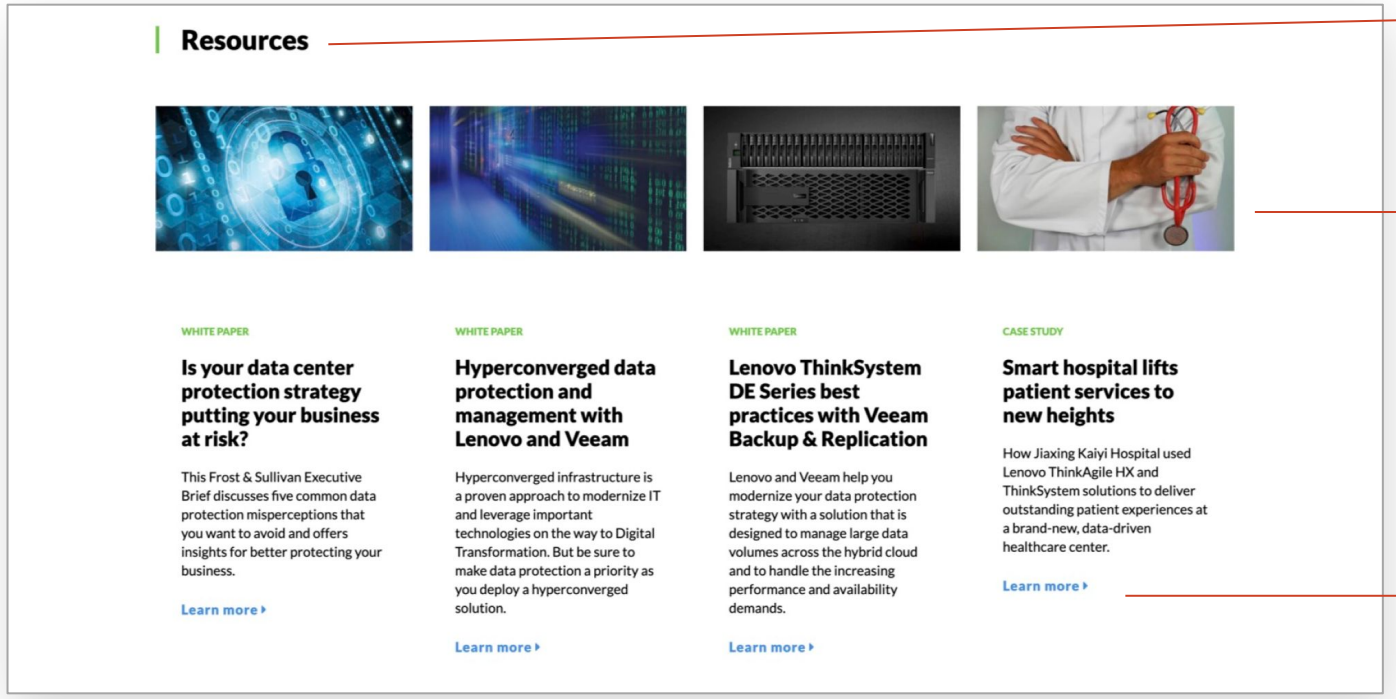
Backup and Disaster Recovery: Content Assessment



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CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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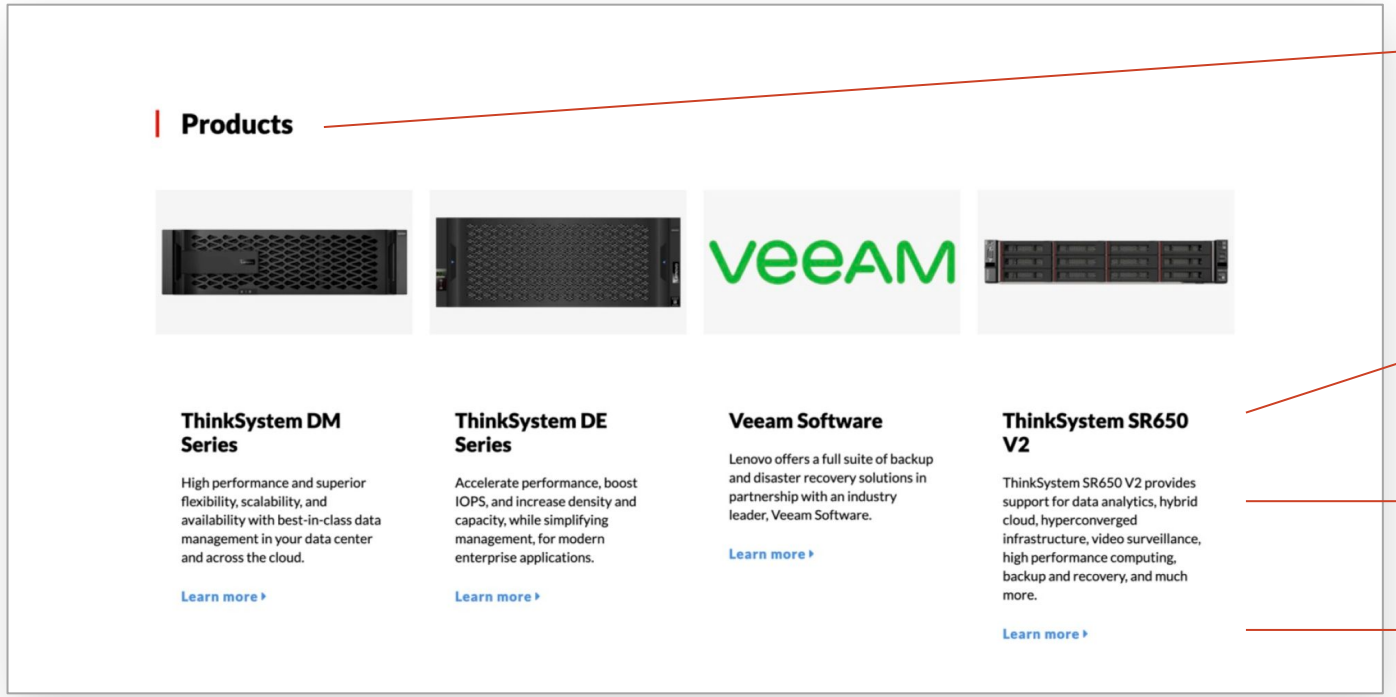
Backup and Disaster Recovery: Content Assessment



This feels like it is the primary content of the page, as it's the specific product offerings. However it feels hidden because the component because it's lower down on the page & missing any primary CTAs.

Product images and product names should also link to the same page as the 'Learn More' CTA.

Copy can be simplified by removing jargon and leading with what persona the product might be right for – this will make it easier for a non SME to understand.

This section is part of the primary content. It is connecting the user directly to a product solution for their needs. However, the leading CTA for every one of these offerings is *Learn More.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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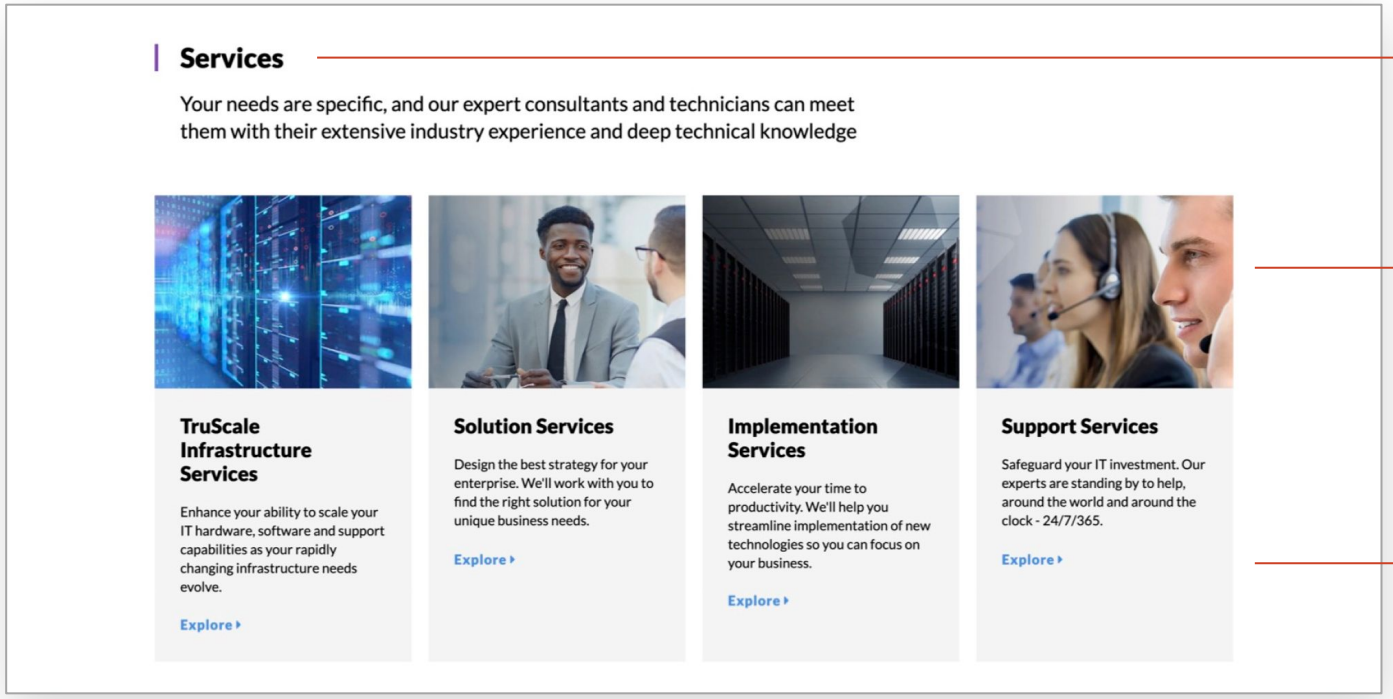

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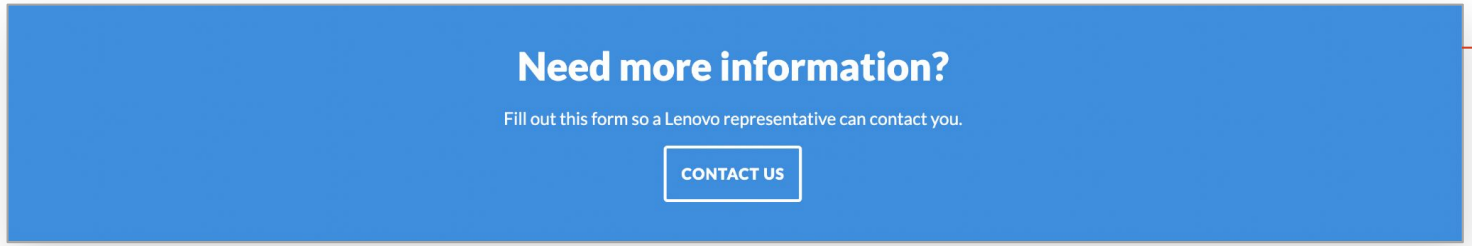
Backup and Disaster Recovery: Key Issues



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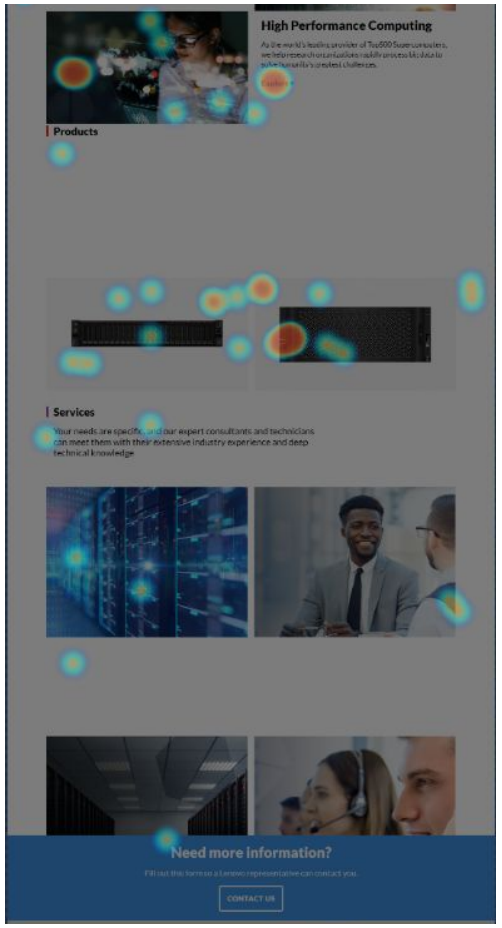
Big Data & Analytics

Big Data & Analytics: User Behavior Data



Unique Visitors	892
Visits	1,024
Return Visits	370
Page Views	1,236
Bounce Rate	**28.03%**
Average Time	**00:00:55**

i

The bounce rate is considered good since it is within the standard 26%-72% rate range for sites.

We can also see from the heatmap that users are engaging with each section's CTA, indicating that they are finding relevant content here.

However, the site time is still below 1 minute, which indicates that they are not finding the page, or the site, useful.

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Big Data & Analytics: Abbey Covert's IA Heuristics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	[2] Major Problems
Accessible: *Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?*	[3] Broken Experience
Clear: *Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?*	[2] Major Problems
Communicative: *Is the status, location and permissions of the user obvious? Does the navigation and messaging help establish a sense of place that is consistent and orienting across channels, contexts and tasks? Is messaging effective for the tasks and contexts being supported?*	[2] Major Problems
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Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

Credible: *Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?*	[1] Minor Problems
Controllable: *Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?*	[2] Major Problems
Valuable: *Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?*	[2] Major Problems
Learnable: *Can it be grasped quickly? What is offered to ease the more complicated processes? Is it memorable? Is it easy to recount? Does it behave consistently enough to be predictable?*	[2] Major Problems
Delightfulness: *What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?*	[3] Broken Experience
Average Heuristic Score	**[2.1]**

Source

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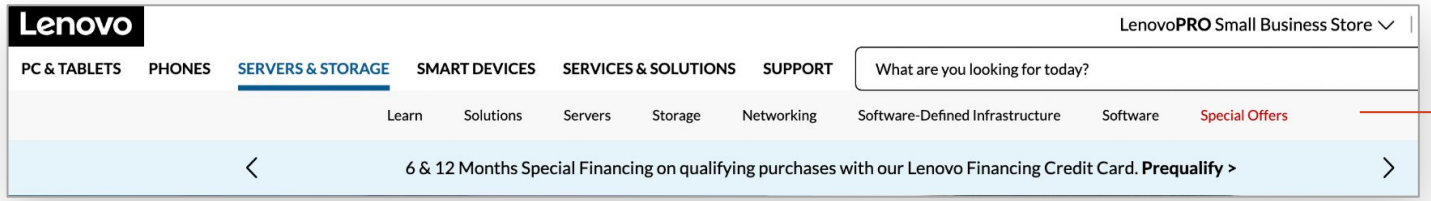
Big Data & Analytics: Key Issues



Second level navigation is not activated; this means a user does not know which tab they are currently in.

Beyond just activating the second level navigation, we also recommend introducing breadcrumbs site-wide to help users understand where they are on the site and easily navigate back to a parent page.

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Big Data & Analytics: Content Assessment

Image is generic and doesn't help articulate the content in anyway.

Generic statement, missing specifics. Ex: *how will it help my business thrive?*

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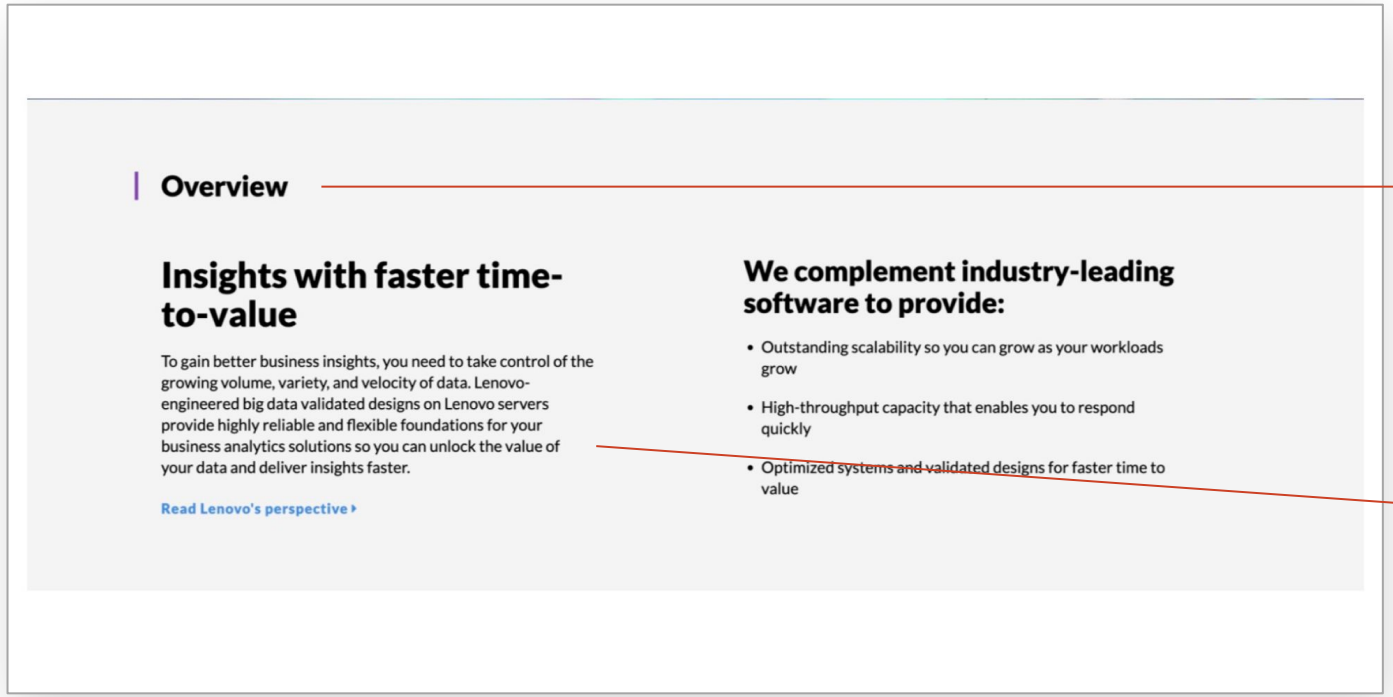
Big Data & Analytics: Content Assessment



Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used. It also uses forced closeness (‘you need to’) without actually acknowledging what persona they are speaking to.

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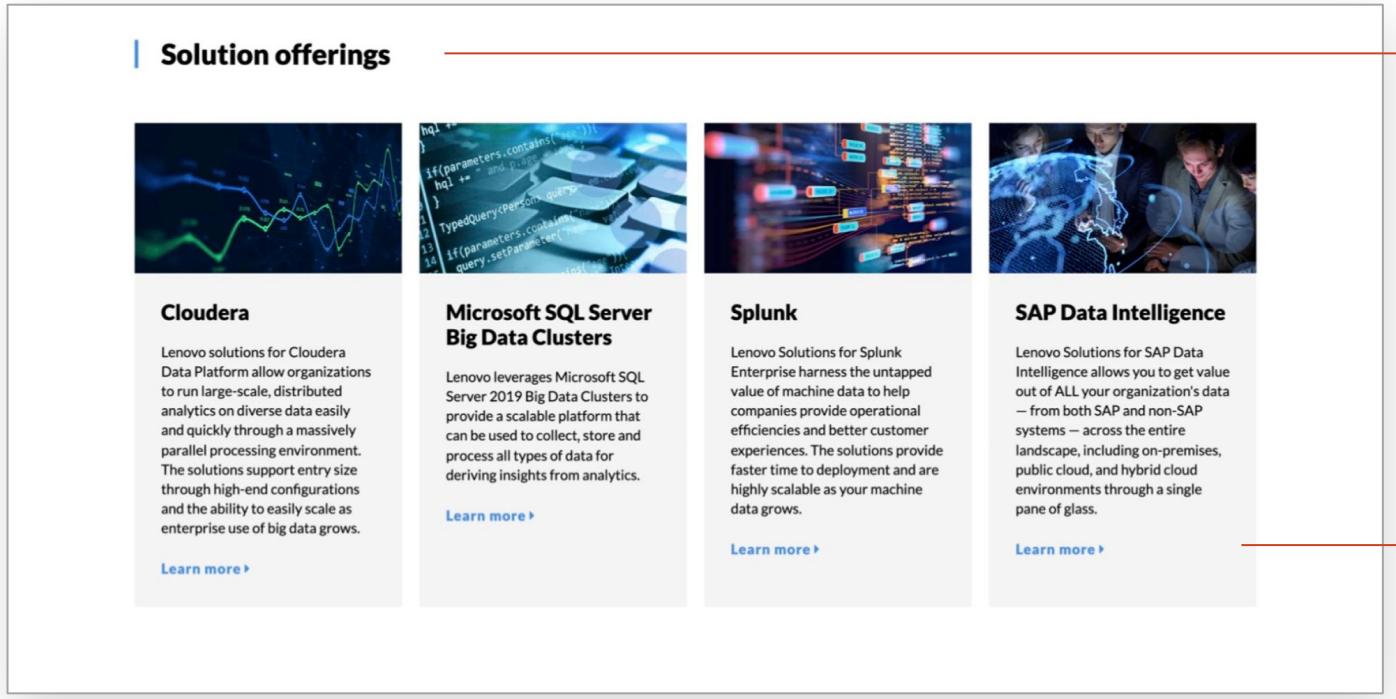
Big Data & Analytics: Content Assessment



This title is non-specific and doesn't allow the user to easily scan through the content of the page.

This section is part of the primary content. It is connecting the user directly to a product solution for their needs. However, the leading CTA for every one of these offerings is *Learn More.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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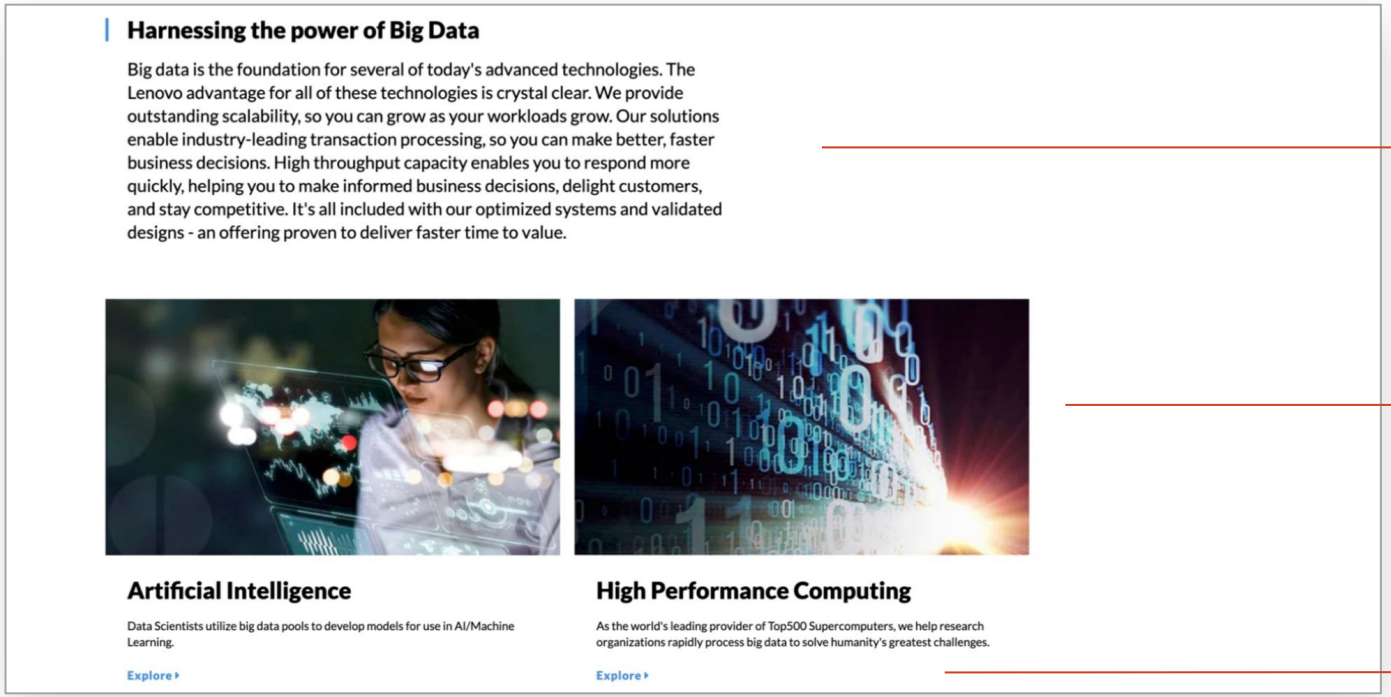
Big Data & Analytics: Content Assessment



The copy could be a little more specific. Ex. *What does optimized systems and validated designs mean?*

Image is generic and doesn't help a user quickly scan the content and determine what if it's the informations they are seeking.

The leading CTA for each of these offerings is *Explore.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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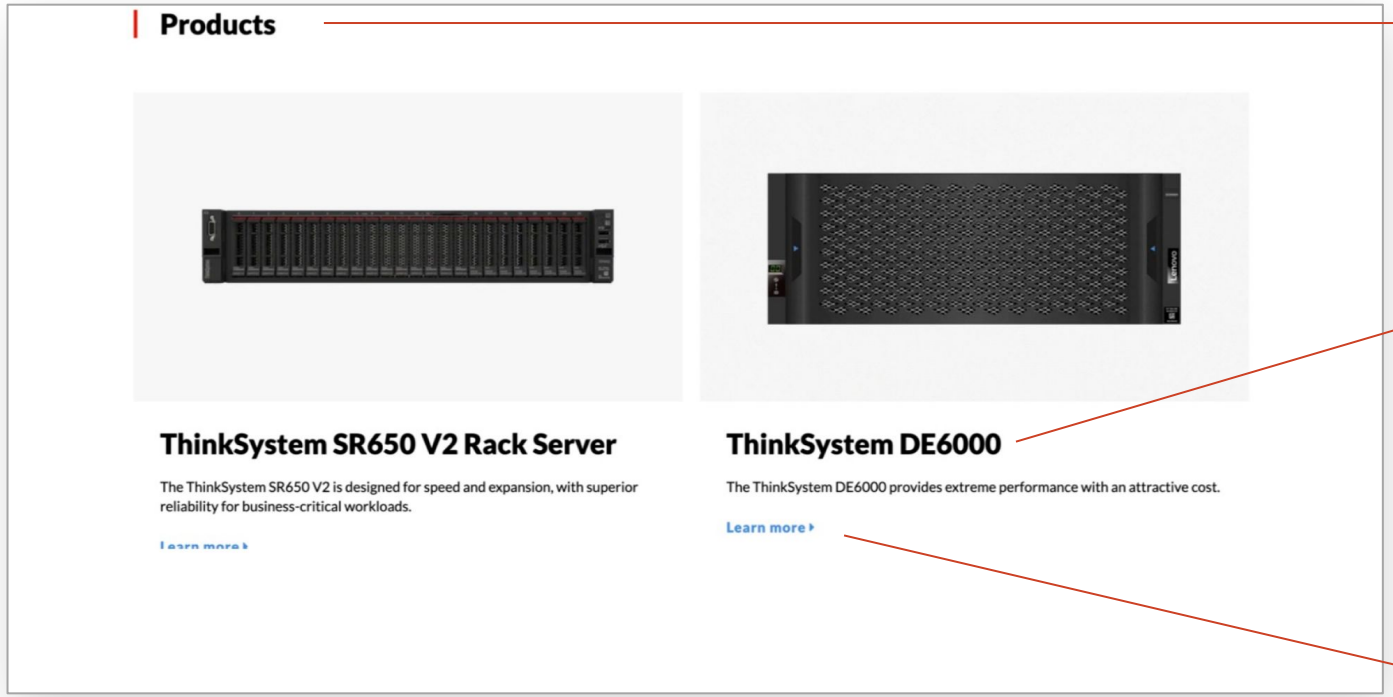
Big Data & Analytics: Content Assessment



This feels like it is the primary content of the page, as it's the specific product offerings. However it feels disconnected from the above information, solutions, and overview. It is also missing any primary CTAs.

While the title is the name of the product, it would be helpful to combine it with some digestible copy. Ex: Designed for Speed: ThinkSystem SR650 V2 Rack Server.

Product images and product names should also link to the same page as the 'Learn More' CTA.

This will also make it easier for a non SME to understand.

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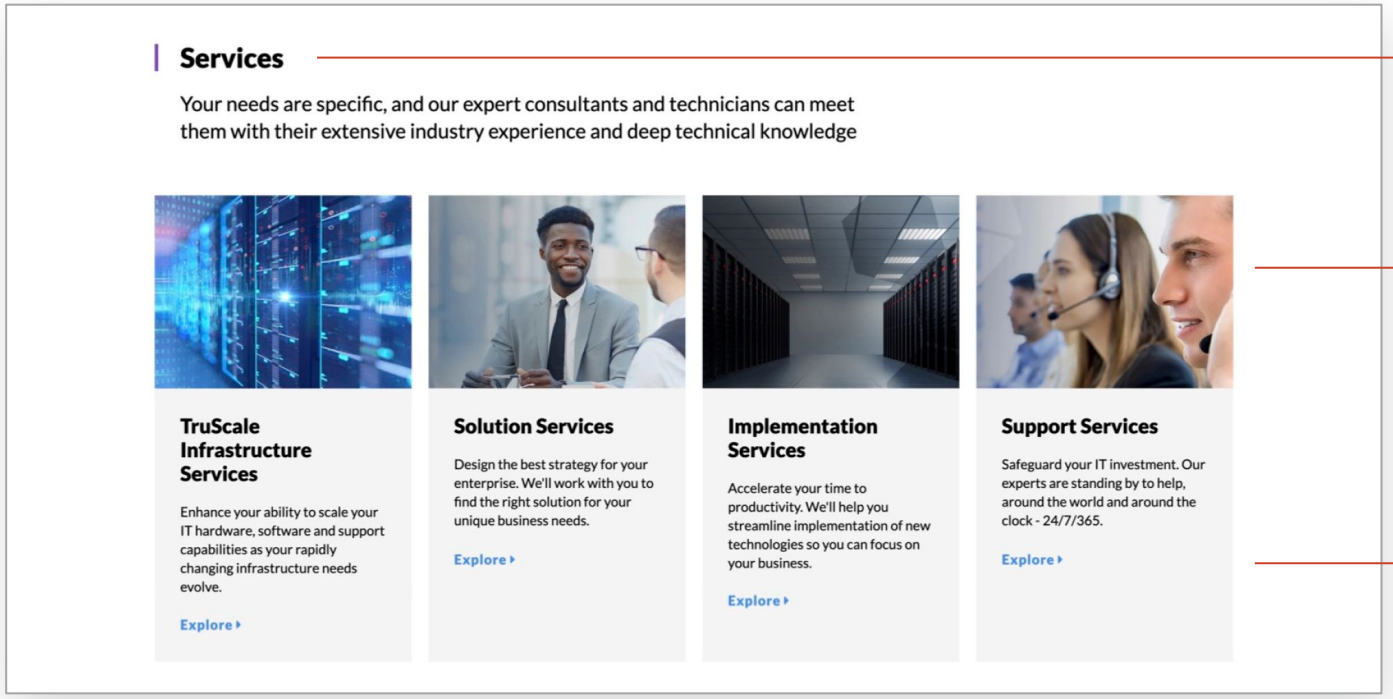

Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and doesn't help articulate the content in anyway.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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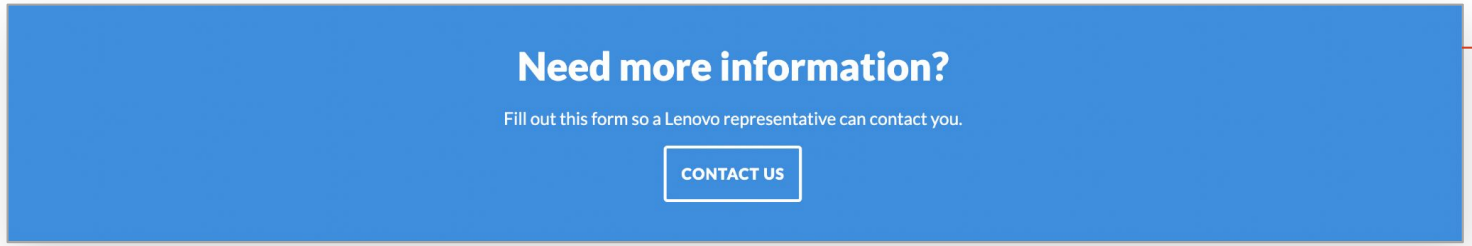
Big Data & Analytics: Key Issues



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Client Virtualization & Infrastructure

Client Virtualization & Infrastructure: User Behavior Data

Unique Visitors	1,267
Visits	1,423
Return Visits	643
Page Views	1,926
Bounce Rate	**23.20%**
Average Time	**00:01:10**

i

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Client Virtualization & Infrastructure: Abbey Covert's IA Heuristics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	**[2]** Major Problems
Accessible: *Can content and features be accessed via all expected channels and devices? How resilient and consistent is it when used via other channels? Does it meet the levels of accessibility compliance to be considerate of those users with disabilities?*	**[3]** Broken Experience
Clear: *Is it easy to understand? Is the target demographic SME level being considered? Is the path to task completion obvious and free of distraction? Would a user find it easy to describe? Is the design system consistent across the page?*	**[2]** Major Problems
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Useful: *Does the page follow usability best practices? Are users able to complete the tasks that they set out to without massive frustration or abandon? Does it serve new users as well as loyal users in ways that satisfy their needs uniquely? Are there a few navigation options that lead where users may want to go next? Are they clearly labeled?*	**[2]** Major Problems
Credible: *Is the design appropriate to the context of use and audience? Is your content updated in a timely manner? Do you use restraint with promotional content? Is it easy to contact a real person? Do you have help/support content where it is needed?*	**[1]** Minor Problems
Controllable: *Are tasks and information a user would reasonably want to accomplish available? How well are errors anticipated and eliminated? When errors do occur, how easily can a user recover? Are exits and other important controls clearly marked?*	**[2]** Major Problems
Valuable: *Is it desirable to the target user? Does it maintain conformity with expectations throughout the interaction across channels? Can a user easily describe the value? How is success being measured? Does it contribute to the bottom line? Does it improve customer satisfaction?*	**[2]** Major Problems
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Delightfulness: *What are your differentiators from other similar experiences or competitors? How are user expectations not just met but exceeded? What are you providing that is unexpected?*	**[3]** Broken Experience
Average Heuristic Score	**[2.1]**

Scale: [0] Meets Best Practices, [1] Minor Problems, [2] Major Problems, [3] Broken Exp.

Source

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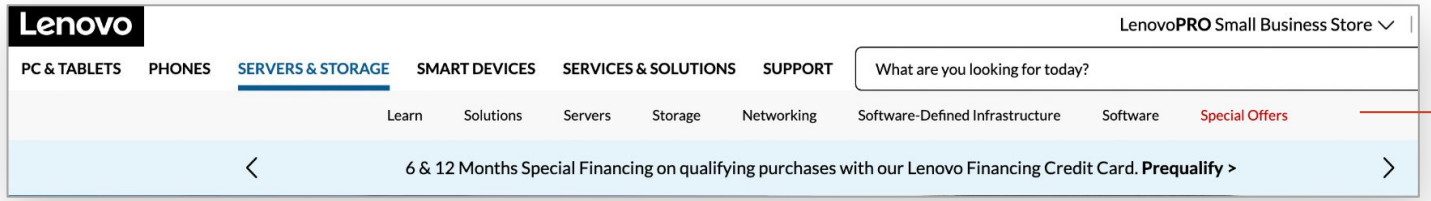
Client Virtualization & Infrastructure: Key Issues



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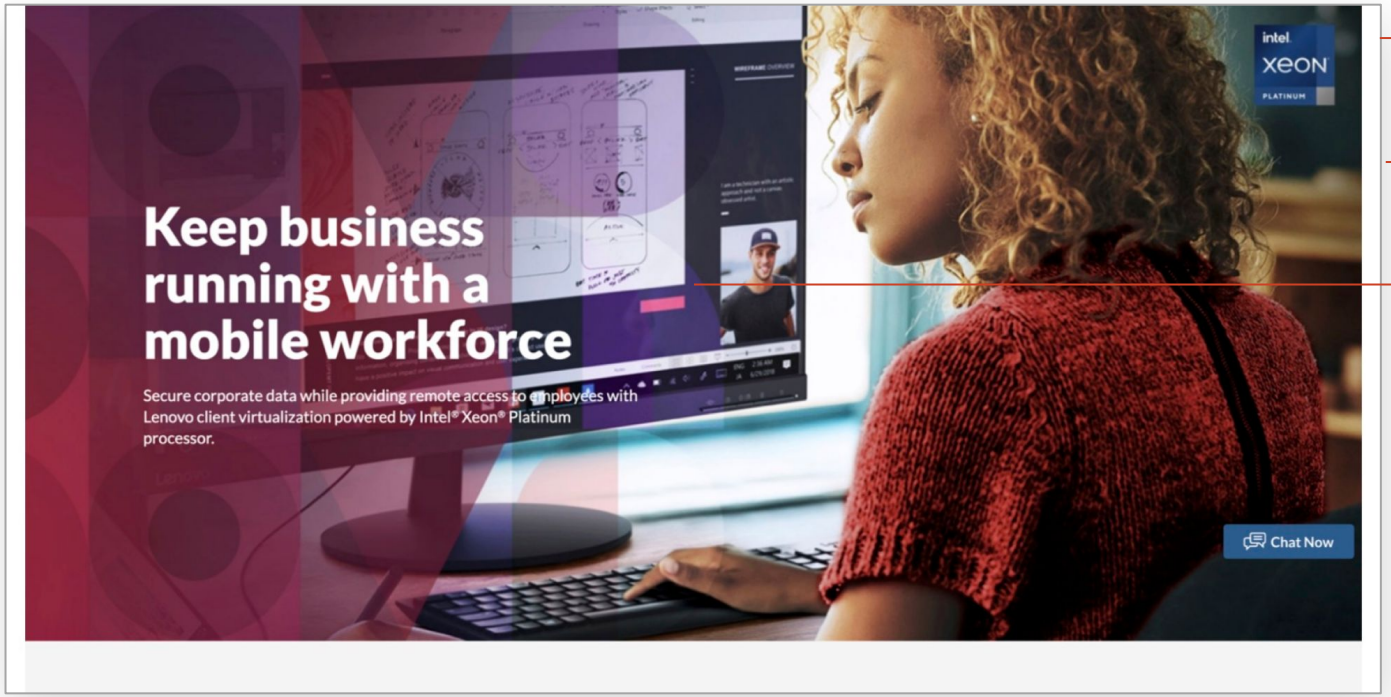
Client Virtualization & Infrastructure: Content Assessment



This image is unreadable when placed on top of another image.

Image is generic and doesn't help articulate the content in anyway.

Title is a little long & doesn't tie back to the page title. It's hard to understand what type of content the user will find on the page.

Unclear if users would understand what 'client virtualization' means. Might be improved by replacing with simply 'Lenovo Virtualization'

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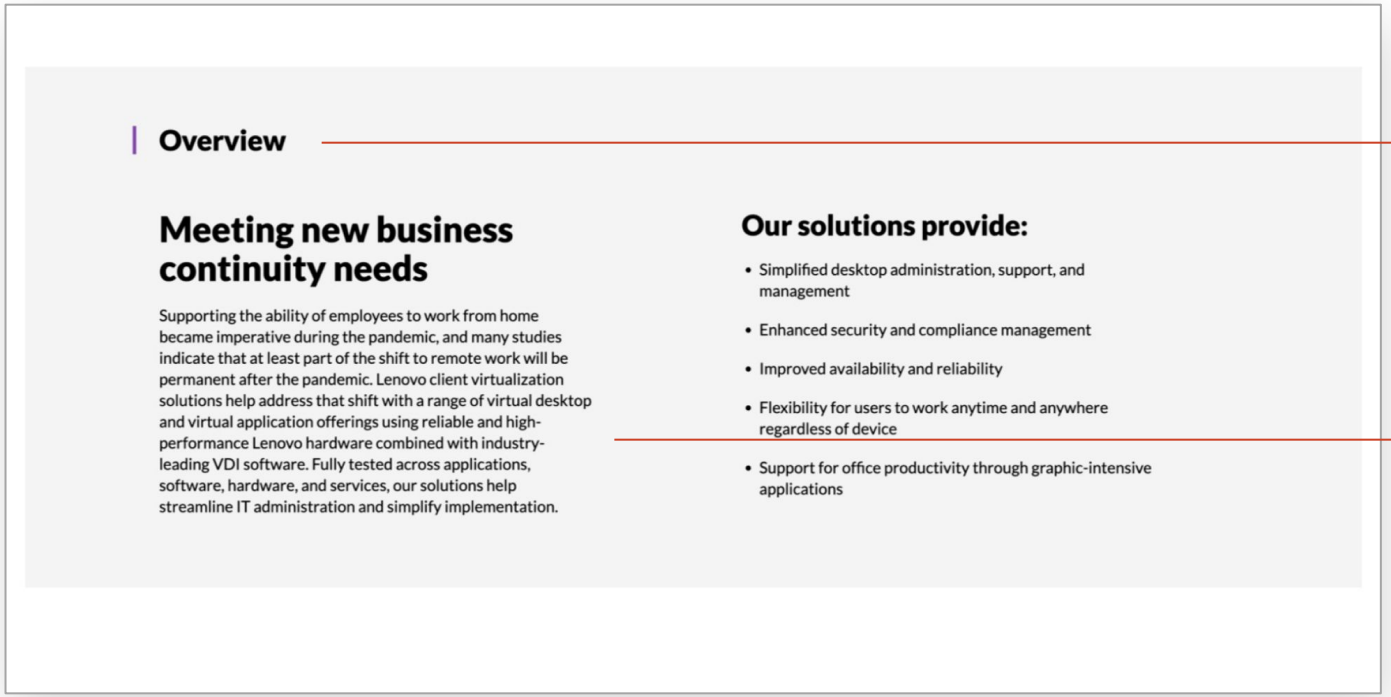
Client Virtualization & Infrastructure: Content Assessment



Overview

Meeting new business continuity needs

Supporting the ability of employees to work from home became imperative during the pandemic, and many studies indicate that at least part of the shift to remote work will be permanent after the pandemic. Lenovo client virtualization solutions help address that shift with a range of virtual desktop and virtual application offerings using reliable and high-performance Lenovo hardware combined with industry-leading VDI software. Fully tested across applications, software, hardware, and services, our solutions help streamline IT administration and simplify implementation.

Our solutions provide:

- Simplified desktop administration, support, and management
- Enhanced security and compliance management
- Improved availability and reliability
- Flexibility for users to work anytime and anywhere regardless of device
- Support for office productivity through graphic-intensive applications

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

This content contains run-on sentences that make it difficult to understand – especially given the jargon being used. The content also doesn't seem to be written in a way that can exist over period of time: "Supporting the ability of employees to work from home became imperative during the pandemic, and many studies indicate that at least part of the shift to remote work will be permanent after the pandemic."

While mentioning the pandemic is critical, it uses both past and present tense: 'became' v. 'after'. It would be worthwhile to rephrase this to be a little more timeless.

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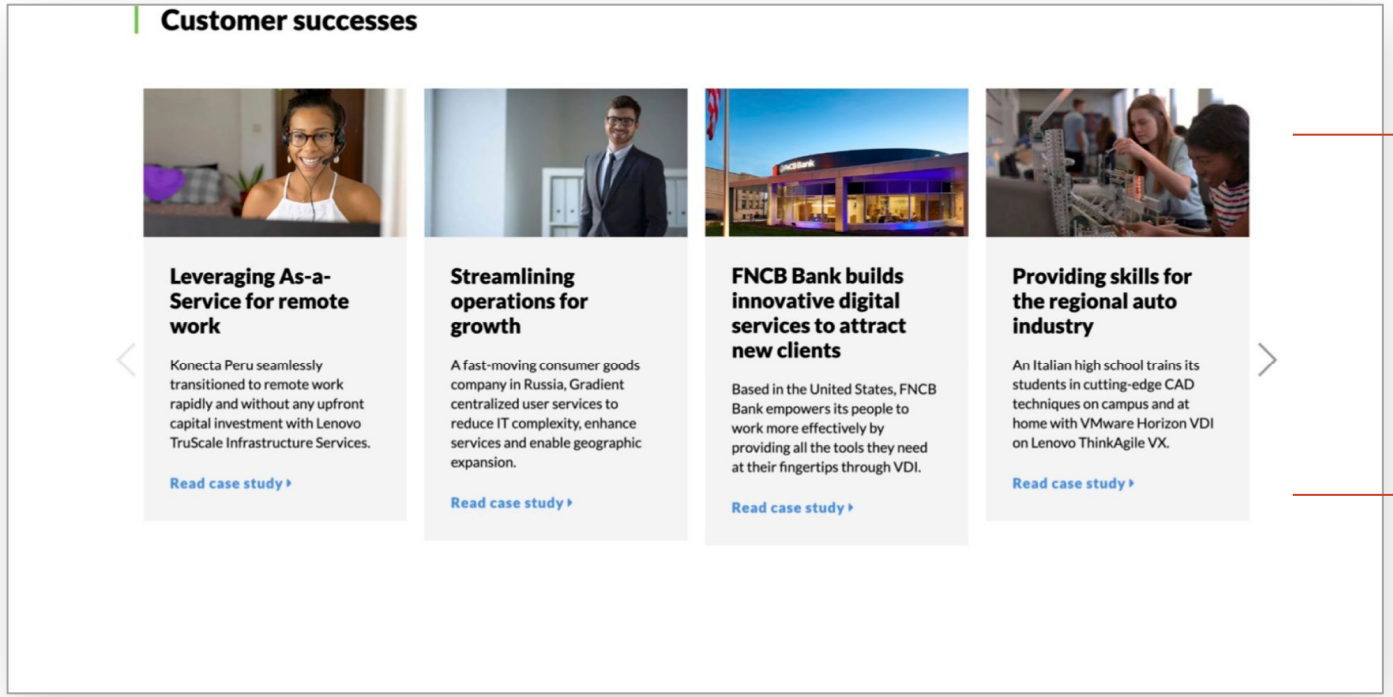
Client Virtualization & Infrastructure: Content Assessment



Images are generic and don't help a user quickly scan the content.

The leading CTA for each of these opportunities for a user to learn more is *Read case study.* While this CTA is clearer on where it will take the user, it is not compelling and is repetitive, making it more likely for a user to experience an 'error' by clicking on the wrong hyperlink.

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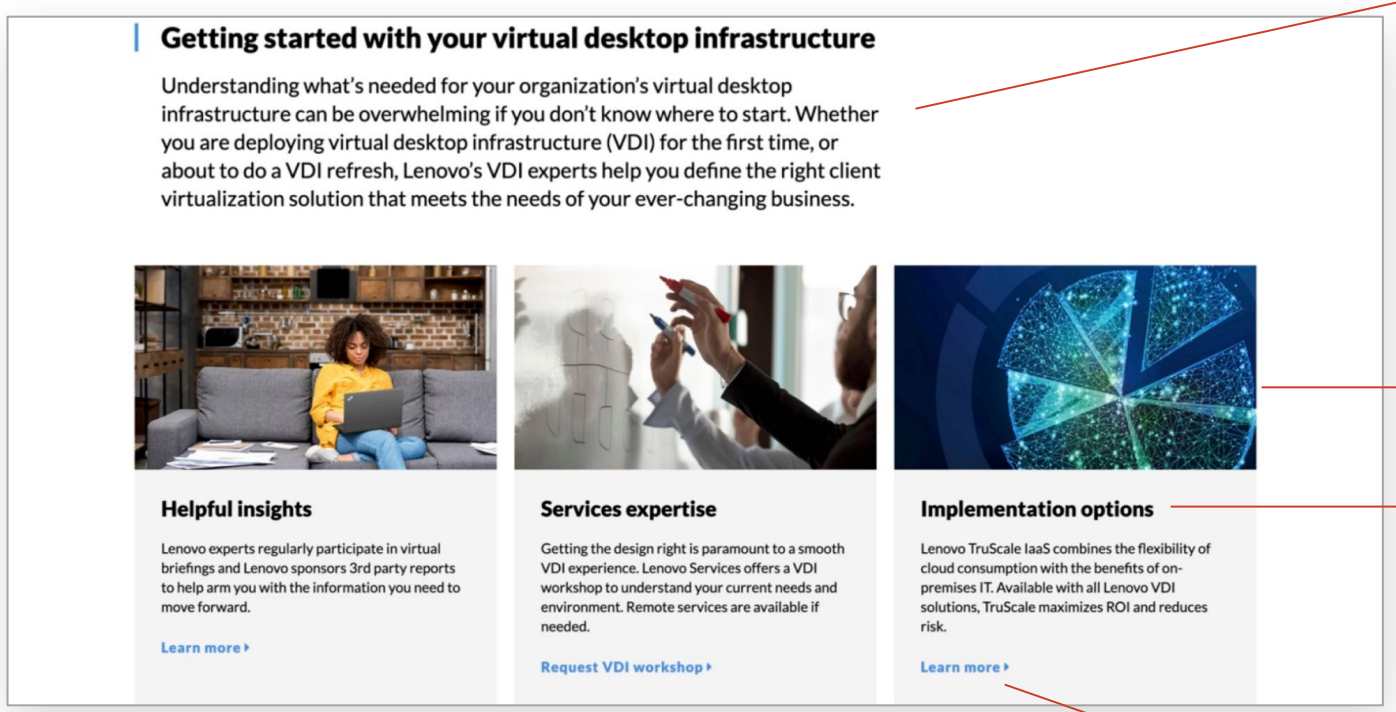
Client Virtualization & Infrastructure: Content Assessment



Getting started with your virtual desktop infrastructure

Understanding what's needed for your organization's virtual desktop infrastructure can be overwhelming if you don't know where to start. Whether you are deploying virtual desktop infrastructure (VDI) for the first time, or about to do a VDI refresh, Lenovo's VDI experts help you define the right client virtualization solution that meets the needs of your ever-changing business.

Helpful insights

Lenovo experts regularly participate in virtual briefings and Lenovo sponsors 3rd party reports to help arm you with the information you need to move forward.

Learn more ›

Services expertise

Getting the design right is paramount to a smooth VDI experience. Lenovo Services offers a VDI workshop to understand your current needs and environment. Remote services are available if needed.

Request VDI workshop ›

Implementation options

Lenovo TruScale IaaS combines the flexibility of cloud consumption with the benefits of on-premises IT. Available with all Lenovo VDI solutions, TruScale maximizes ROI and reduces risk.

Learn more ›

Sentences are long, repetitive, passive, and don't lead with a clear subject. Ex: 'Understanding what's needed for your organization's virtual desktop infrastructure can be overwhelming if you don't know where to start'.

Content also doesn't specify what getting started with a VID entails. Instead it talks in general about theoretical value add.

Images are generic and don't help a user quickly scan the content.

Each of the three titles are weak and don't convey Lenovo's expertise on the subject matter. It doesn't allow the user to quickly understand what each section is about, nor does it compel them to want to learn more. Eg. *What type of helpful insights? Helpful insights for who?*

The leading CTA for each of these offerings ⅔ of these components are 'Learn More' This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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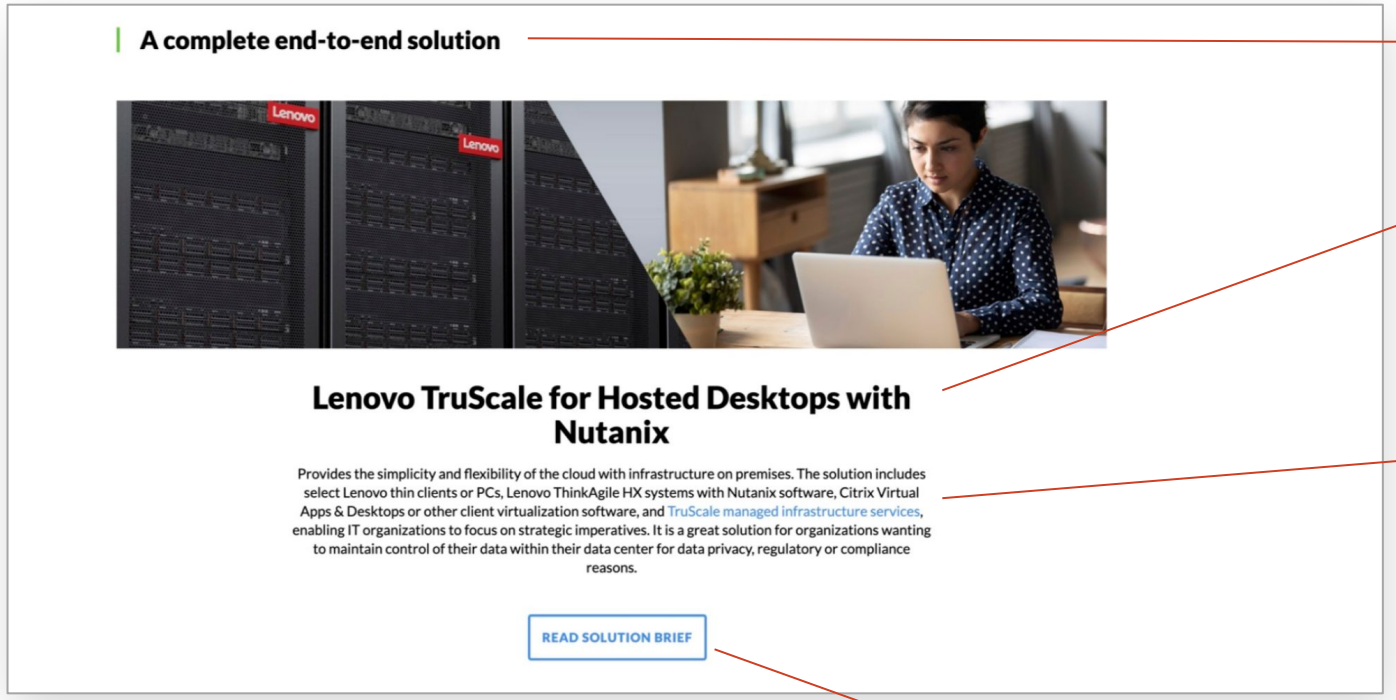
Client Virtualization & Infrastructure: Content Assessment



Title is generic – doesn't tell the user what value this solutions is providing.

Title isn't compelling. The user might not know what TruScale is or even what Hosted Desktops are. Strong titles for case studies lead with the value that is provided to the client.

Orphan words should be avoided when possible.

The supporting text doesn't include enough specifics eg. *what are the select Lenovo clients? what makes it a great solution for organizations?*

The paragraph is only two sentences, despite being several lines long. The first sentence is long and convoluted, using jargon and referencing technology and products that a new user may not be familiar with.

Question: Should strategic imperatives say strategic initiatives?

CTA is not value driven despite it a being primary action on the page. 'Solution Brief' is a little cold and clinical in language.

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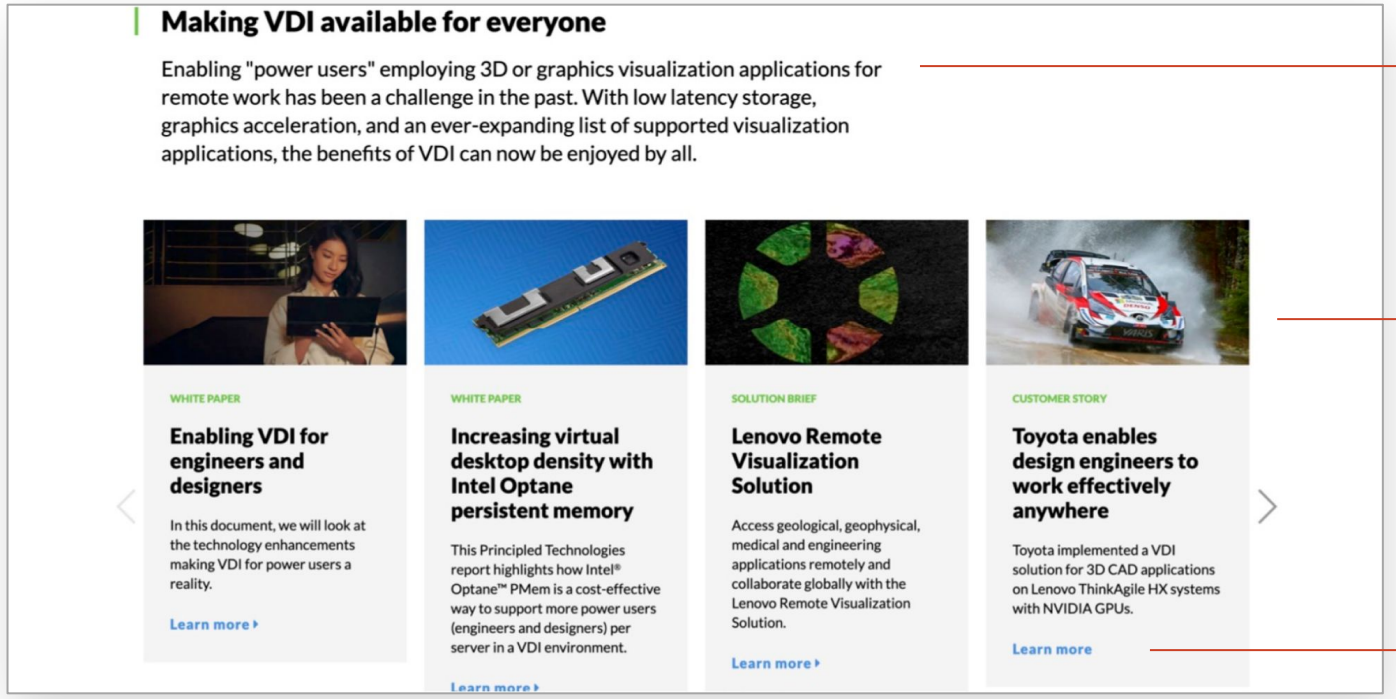
Client Virtualization & Infrastructure: Content Assessment



Sentence structures are unclear and confusing. Paragraph should lead with Lenovo's value. Unclear why 'power users' are in quotations. It isn't spell out why these things enable VDI to be accessible to everyone.

The images are generic and don't help a user quickly scan the content. **With the exception of the photo of the car for Toyota**

The leading CTA for each of these opportunities for a user to learn more is *Learn More.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

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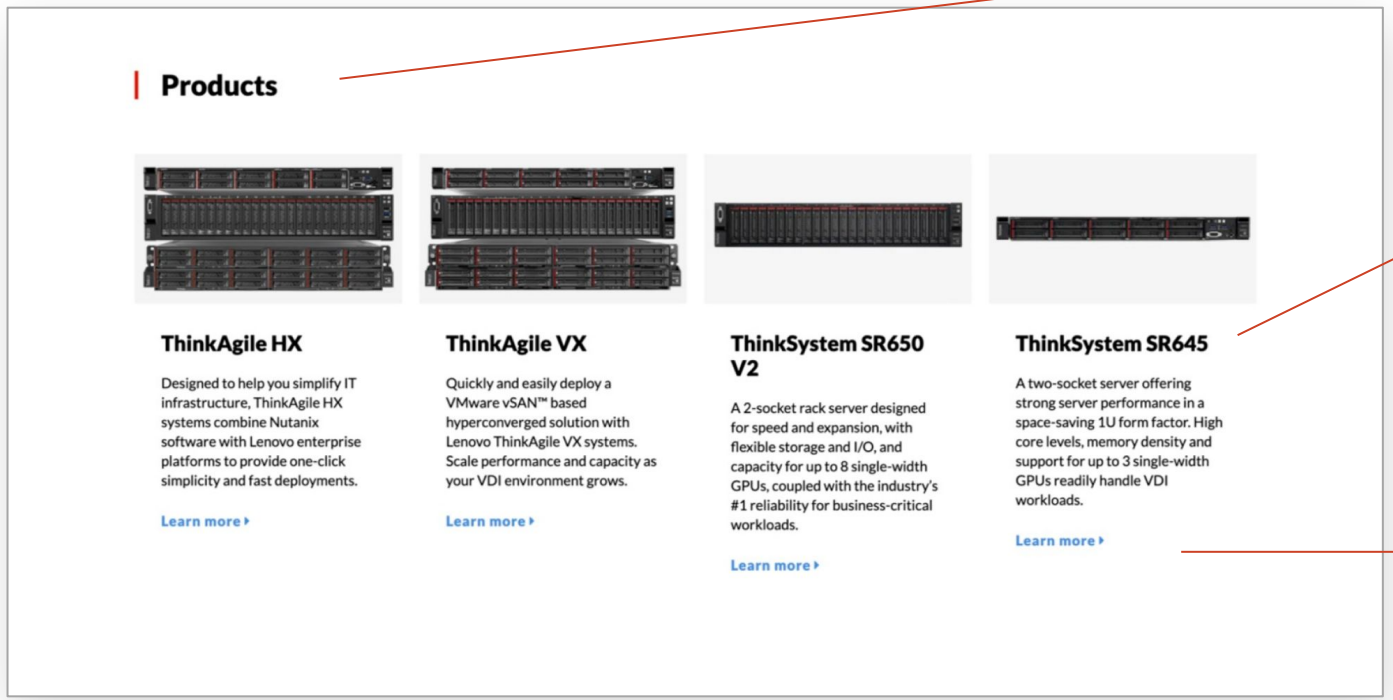
Client Virtualization & Infrastructure: Content Assessment



This feels like it is the primary content of the page, as it's the specific product offerings. However it feels disconnected from the above information, solutions, and overview. It is also missing any primary CTAs.

While the title is the name of the product, it would be helpful to combine it with some digestible copy. Ex: Simplify IT infrastructure with ThinkAgile HX

Product images and product names should also link to the same page as the 'Learn More' CTA.

This will also make it easier for a non SME to understand.

This section is part of the primary content. It is connecting the user directly to a product solution for their needs. However, the leading CTA for every one of these offerings is *Learn More.* This CTA copy is unclear on where it will take the user, not compelling, and repetitive.

Overall this section feels disconnected from the practical use-cases, success stories, and benefits mentioned on other parts of the page.

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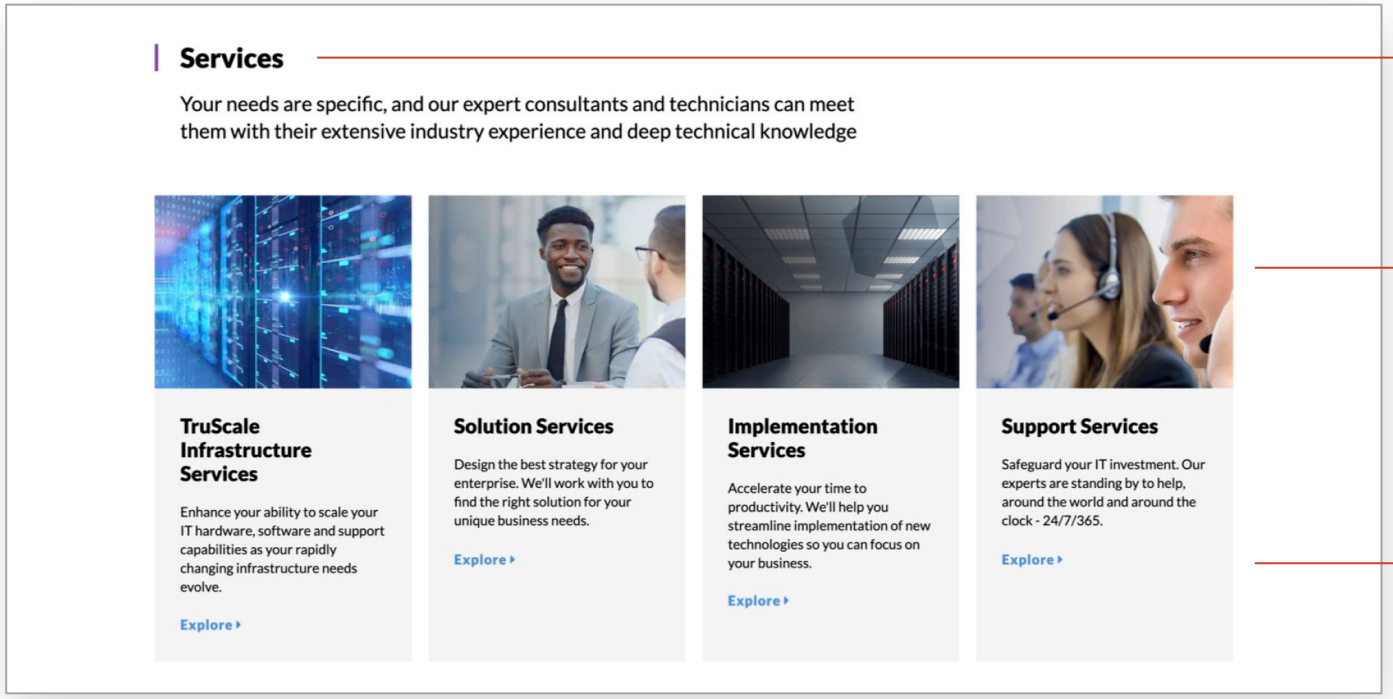
Client Virtualization & Infrastructure: Content Assessment



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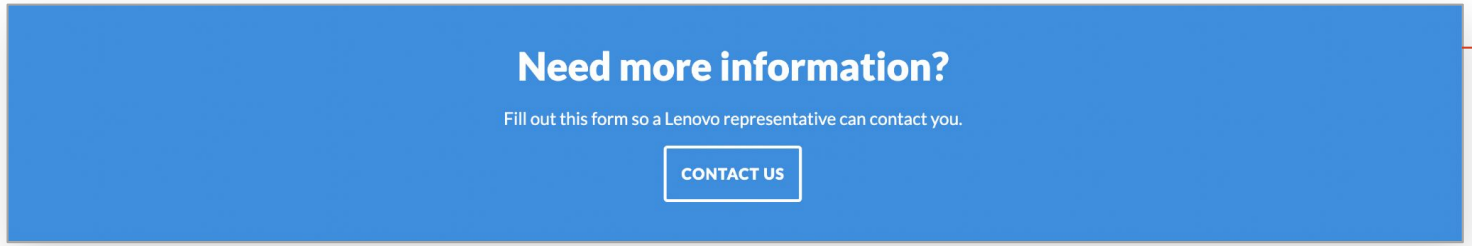
Client Virtualization & Infrastructure: Key Issues



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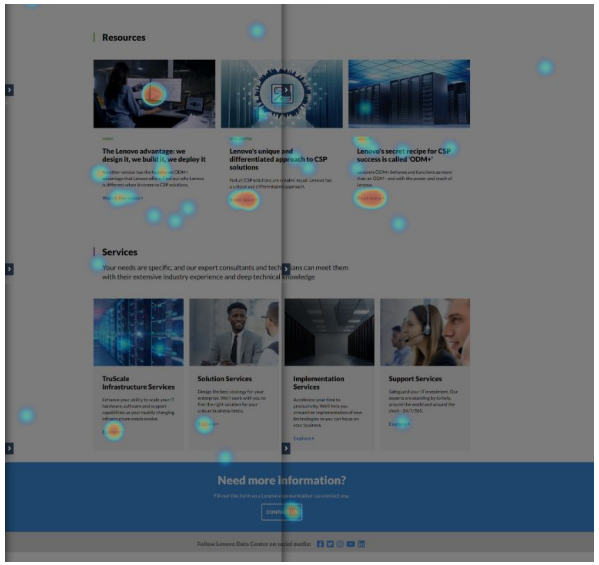
Cloud Service Provider

Cloud Service Provider: User Behavior Data



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Bounce Rate	**23.20%**
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Cloud Service Provider: Abbey Covert's IA Heuristics

Heuristic	Score
Findable: *Can users easily locate that which they are seeking? How is findability affected across channels and devices? Does the system support the multiple ways users look for information? Does the search work the way users expect it to work?*	[2] Major Problems
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Average Heuristic Score	**[2.1]**

Source

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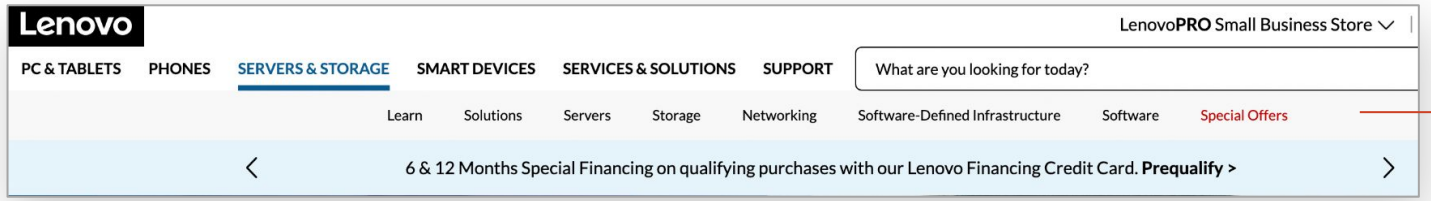
Cloud Service Provider: Key Issues



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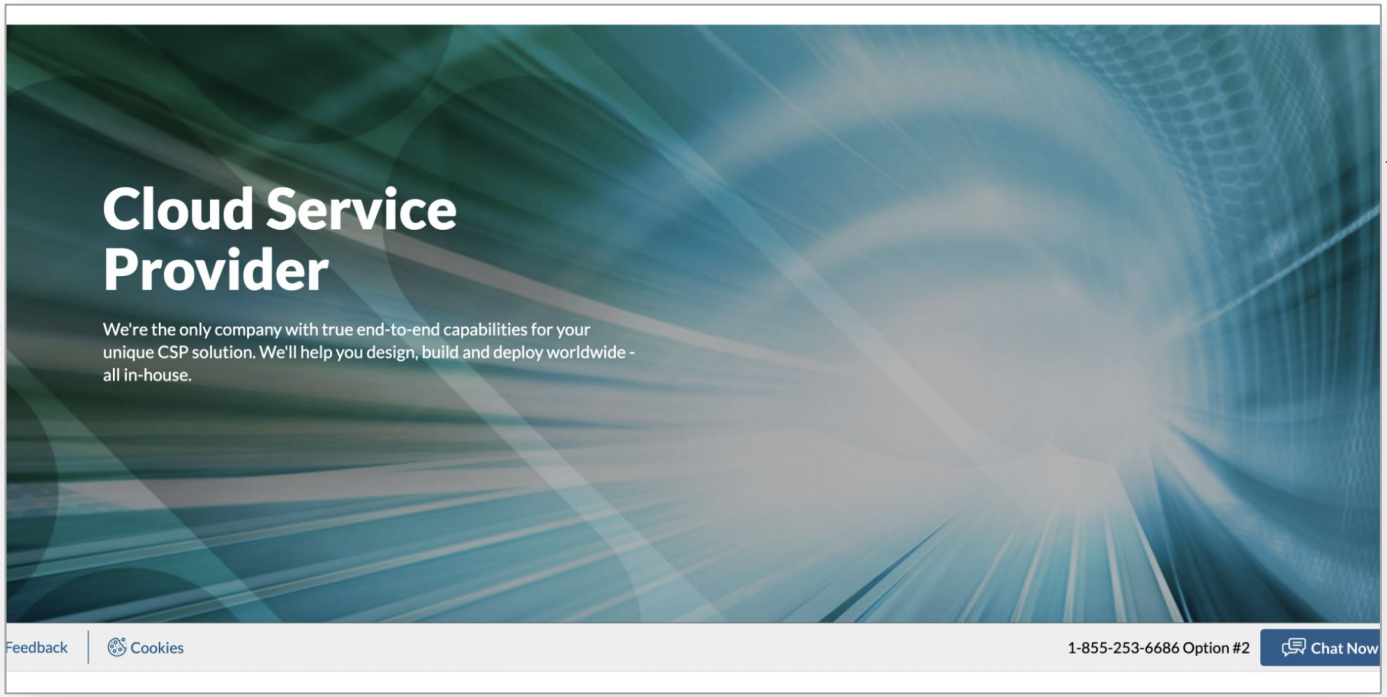
Cloud Service Provider: Content Assessment



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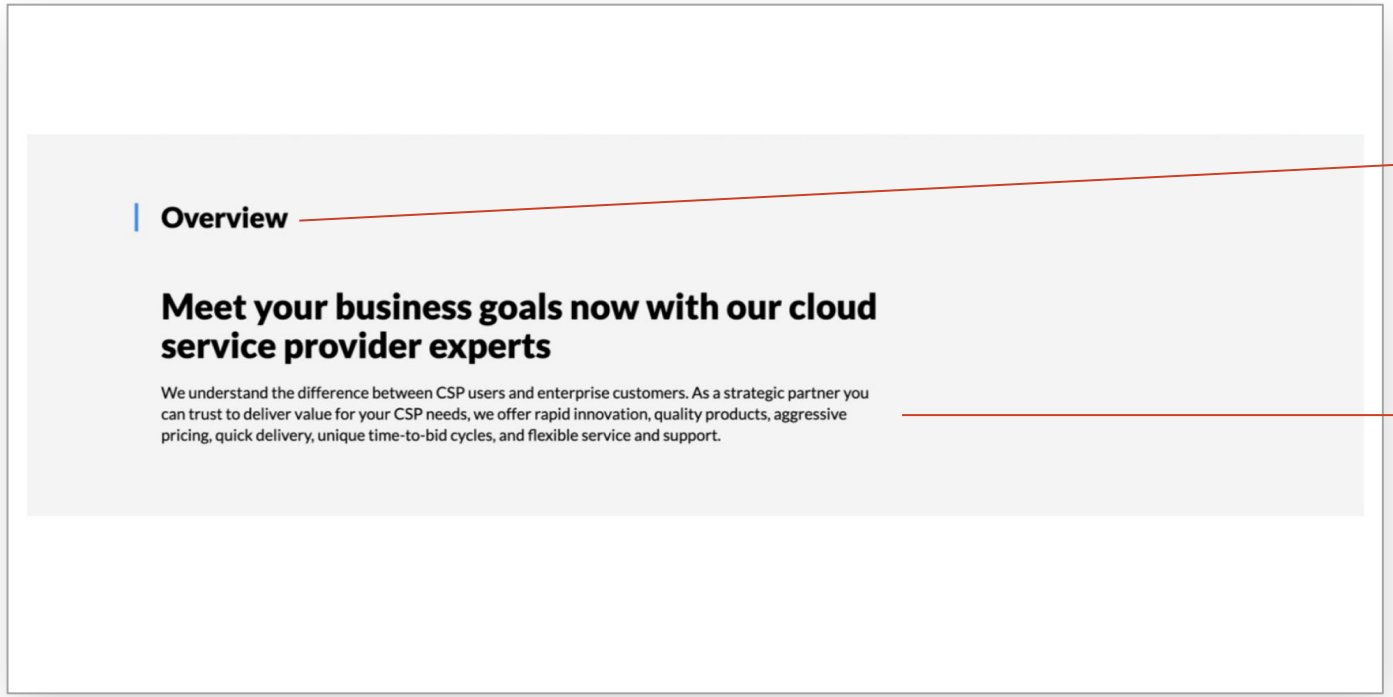

Overview is too generic of a title for a section.

Page navigation with corresponding jump links are missing. They should live above or within the overview.

Language could be simplified to be clearer. Eg. *Meet your business goals ~~now~~ with our cloud service provider experts.*

Missing word: *As a strategic partner you can trust to deliver… → trust who?*

There should also be a period separating ‘CSP needs’ and ‘we offer rapid innovation’ to reduce run on sentences and make the content easier to read.

Specifics should be included when mentioning the features of the cloud service *(what quality products? what rapid innovation?)*

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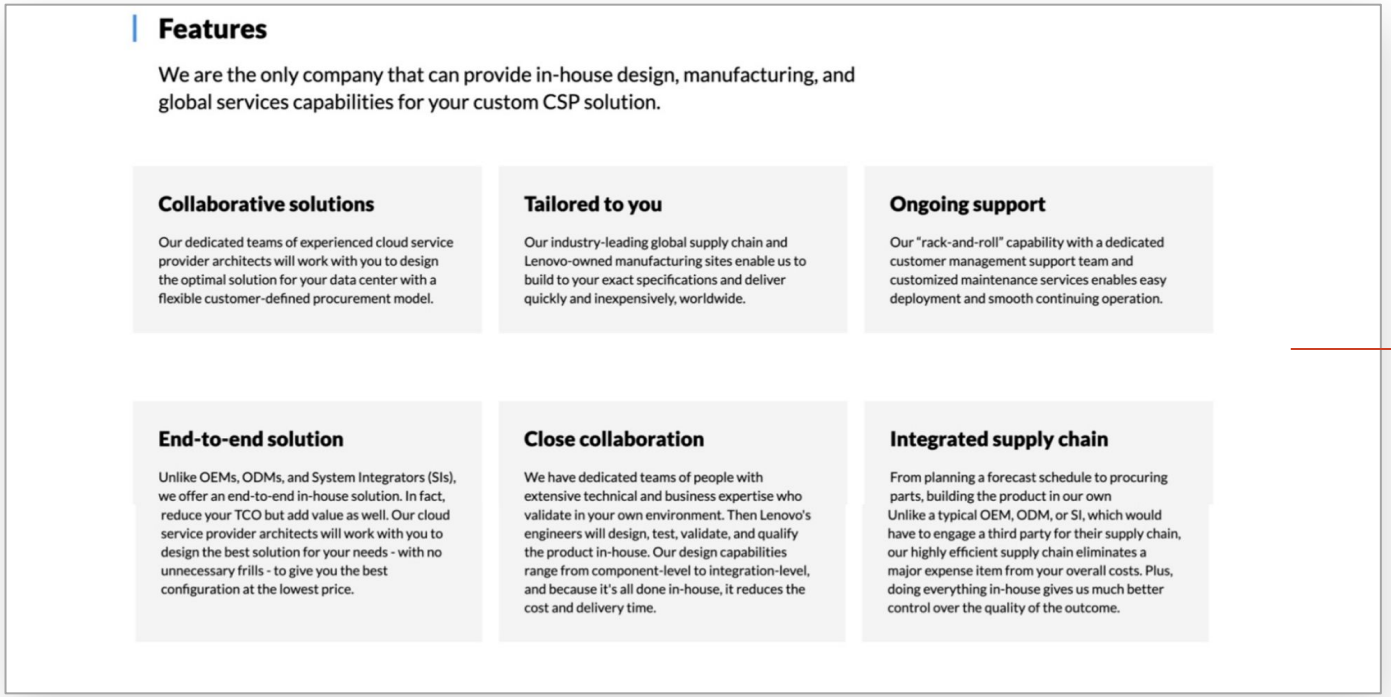
Cloud Service Provider: Content Assessment



Features

We are the only company that can provide in-house design, manufacturing, and global services capabilities for your custom CSP solution.

Collaborative solutions

Our dedicated teams of experienced cloud service provider architects will work with you to design the optimal solution for your data center with a flexible customer-defined procurement model.

Tailored to you

Our industry-leading global supply chain and Lenovo-owned manufacturing sites enable us to build to your exact specifications and deliver quickly and inexpensively, worldwide.

Ongoing support

Our "rack-and-roll" capability with a dedicated customer management support team and customized maintenance services enables easy deployment and smooth continuing operation.

End-to-end solution

Unlike OEMs, ODMs, and System Integrators (SIs), we offer an end-to-end in-house solution. In fact, reduce your TCO but add value as well. Our cloud service provider architects will work with you to design the best solution for your needs - with no unnecessary frills - to give you the best configuration at the lowest price.

Close collaboration

We have dedicated teams of people with extensive technical and business expertise who validate in your own environment. Then Lenovo's engineers will design, test, validate, and qualify the product in-house. Our design capabilities range from component-level to integration-level, and because it's all done in-house, it reduces the cost and delivery time.

Integrated supply chain

From planning a forecast schedule to procuring parts, building the product in our own Unlike a typical OEM, ODM, or SI, which would have to engage a third party for their supply chain, our highly efficient supply chain eliminates a major expense item from your overall costs. Plus, doing everything in-house gives us much better control over the quality of the outcome.

This is a very compelling section clearly explaining the benefits. However, this section lacks a clear CTA or any additional information on the individual benefits (examples here would be very useful).

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Cloud Service Provider: Content Assessment

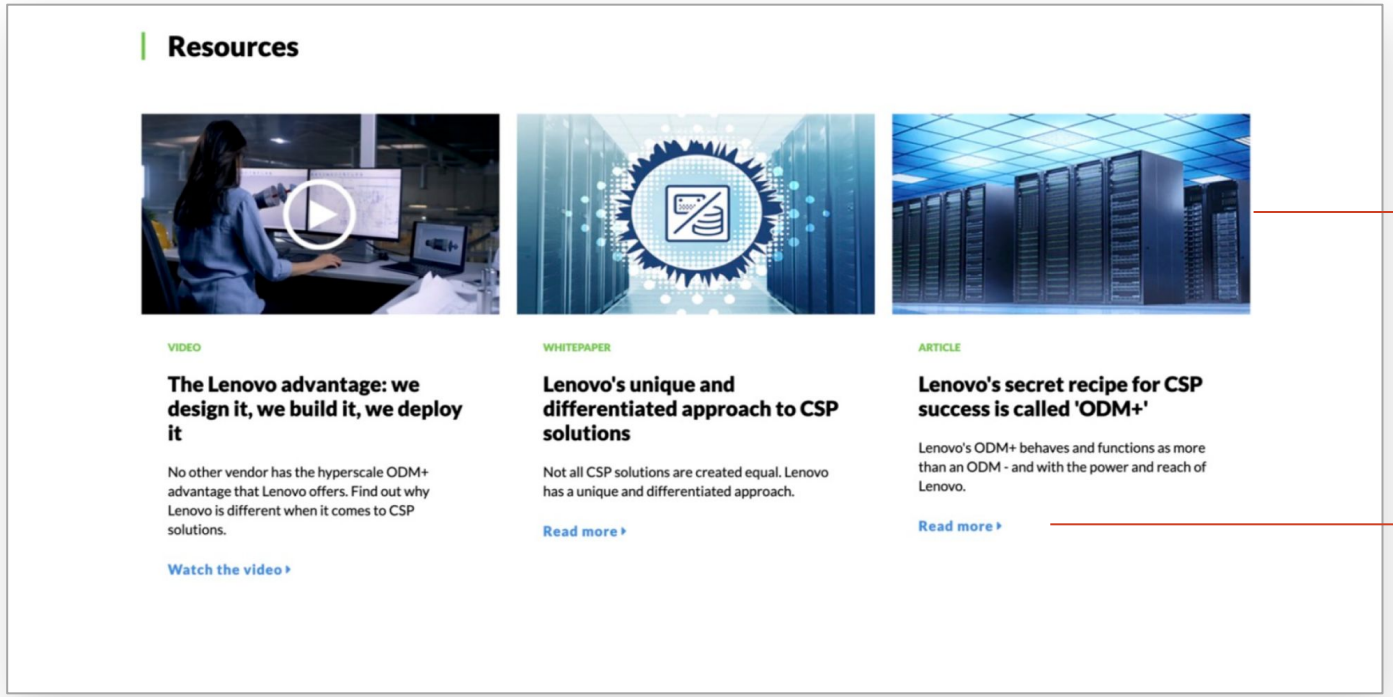

Image is generic and doesn't help articulate the content in anyway.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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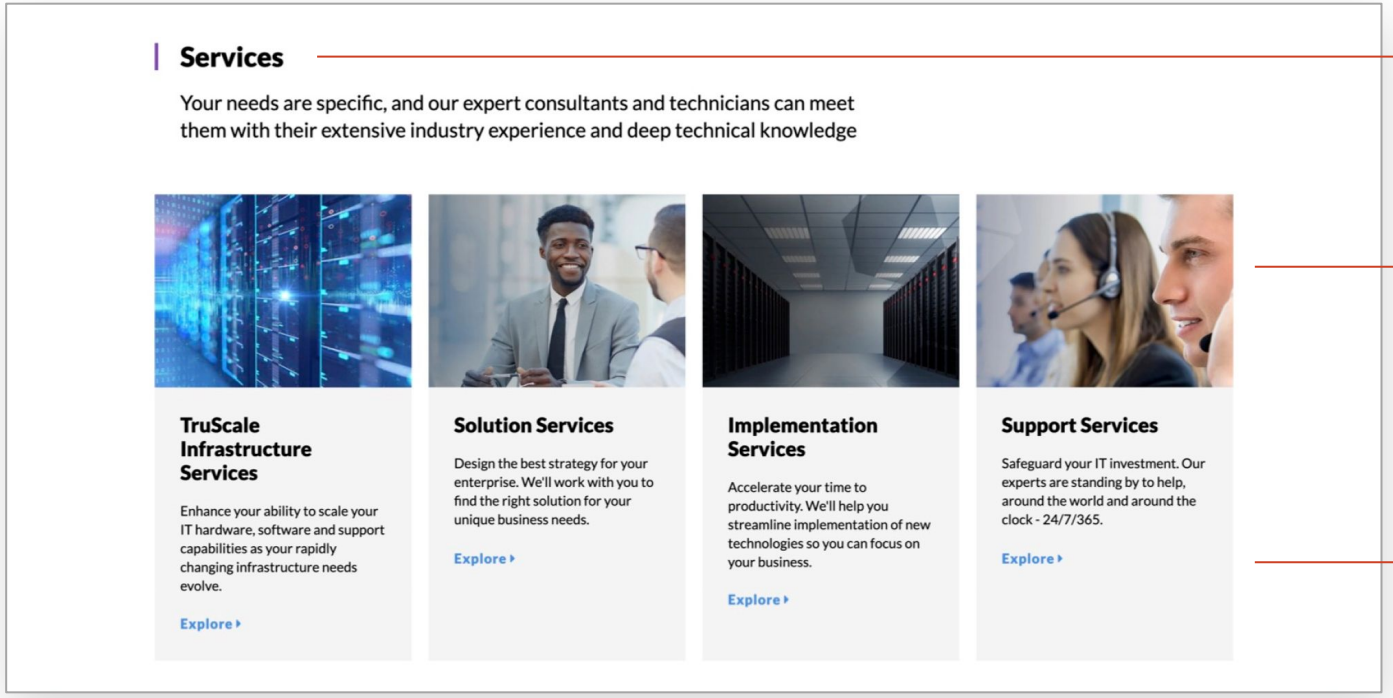
Cloud Service Provider: Content Assessment



Unclear section title. How does services differ from features, products, solutions, resources, etc.?

Images are generic and don't help articulate the content in any significant way.

CTAs are too generic and repetitive, therefore difficult for the user to scan and take action.

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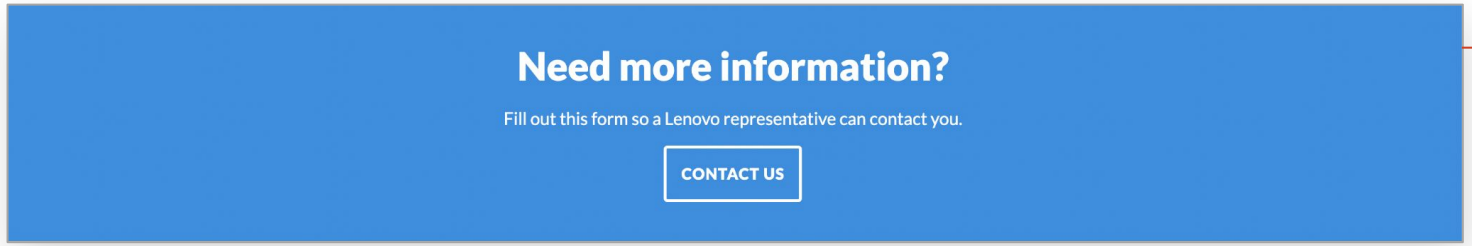
Cloud Service Provider: Key Issues



This feels like it is the primary action (getting in touch with a human), however it's only located at the footer of each page.

Each page should have a clearly defined primary & secondary action that moves the user further through the funnel. Whether it is a contact form or not, this is one of the biggest pain found.

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Key Recommendations.

Storage Solutions: Key Recommendations

What's can be improved?

1. **The Story** – The page lacks the necessary details and context users are looking for and doesn't provide any guidance to the user on (a) if they are the right persona (b) what product may be right for them and (c) what actions are available to them to take next.
2. **The layout** – There is no easy way for a user to move between or discover new sections on the page without manually scanning.
3. **Imagery** – The pages' current imagery feel off brand & like stock-photos. This makes it feel uninviting to visitors and more difficult for them to easily scan the page. Good, branded imagery can help illustrate Lenovo's ideas, draw attention from viewers and help with visual hierarchy. Good design and inspiring photography signal quality to users.
4. **The Language** – Copy is vague and sections don't clearly tie to each other. Titles and CTAs are repetitive and unclear. Targeted messaging feels too generic and lacks brand personality. Users should get a feel for the brand and understand Lenovo's unique value
5. **Keywords** - long tail keywords are missing from the page.

What's missing?

1. **The Navigation** – Where am I? How did I get here? What info can I find on the page? How can I find more like this? The typical navigation cues are missing.
2. **Specificity** – Tangible problems, tangible solutions, and Lenovo's differentiators are missing from the page. Connections are not made between benefits and solutions / services.
3. **Cross-page Consistency** – Page titles are not consistent across solution pages (i.e., some are just the page title and some are more value driven statements).
4. **ROI and Social Proof –** Pull out key statistics, client's logos, and/or customer quotes that show proof of success.

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Storage Solutions: Key Recommendations

Recommendations

- Clearly and explicitly connect solutions to the information, benefits, and success stories outlined in the top half of the page. Consider reorganizing the content by persona or use-case, grouping together the product, solution, resources, and success stories relevant to one another.
- Articulate who the core persona is for each solution and product featured on the page.
- Page navigation: what content will the user find here? This should be done at the top or side of the page with links that anchor to the appropriate section.
- Include a clear primary and secondary CTA for the page. Where is the content guiding the user to do next? Link out to the reference architecture via hyperlink, but save primary CTAs for purchasing-path actions.
- Simplify all copy on the page by (a) leading with the product's value (b) writing in an active voice (this helps users imagine taking action with your product), and (c) reducing the amount of compound sentences.
- Use imagery to non-stock photographs and graphics that relate directly to the story being told on the page.
- Update keywords.
- Update the hero copy of each page to be value-driven & include the page-title. This helps a user understand where they are, if this is where they should be, and gives a boost to SEO.

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Appendix

ADA Compliance Errors.

Storage Solutions: ADA Compliance Errors

Total Issues Found	**271**
Critical	**147**
Serious	**39**
Moderate	**59**
Minor	**3**

Of the top 186 critical & serious issues, the 8 core drivers are:

1. aria-label attributes cannot be used on a span with no valid role attribute
2. elements have insufficient color contrast
3. focus indicator missing
4. inaccessible actions by keyboard w/ no conforming alternate
5. an element's role is missing or incorrect
6. alert dialog is missing appropriate role and/or attributes
7. keyboard focus is not placed on open modal
8. able to browse outside modal with screen reader

Documentation & Recommendations

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HPC: ADA Compliance Errors

Total Issues Found	**164**
Critical	**46**
Serious	**48**
Moderate	**58**
Minor	**12**

Of the top 94 critical & serious issues, the 9 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Role: the element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Links must have discernible text
8. Elements should not have tabindex greater than zero
9. Hidden or empty element receives focus

Documentation & Recommendations

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Backup and Disaster Recovery: ADA Compliance Errors

Total Issues Found	**187**
Critical	**85**
Serious	**32**
Moderate	**57**
Minor	**6**

Of the top 117 critical & serious issues, the 8 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Role: The element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Elements should not have tabindex greater than zero
8. Hidden or empty element receives focus

Documentation & Recommendations

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Big Data & Analytics: ADA Compliance Errors

Total Issues Found	**131**
Critical	**34**
Serious	**25**
Moderate	**55**
Minor	**8**

Of the top 59 critical & serious issues, the 9 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator missing
4. Inaccessible actions by keyboard w/ no conforming alternate
5. An element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Frames must have an accessible name
8. Elements should not have tabindex greater than zero
9. Hidden or empty element receives focus

Documentation & Recommendations

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Client Virtualization & Infrastructure: ADA Compliance Errors

Total Issues Found	**293**
Critical	**170**
Serious	**49**
Moderate	**55**
Minor	**7**

Of the top 177 critical & serious issues, the 9 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Role: The element's role is missing or incorrect
6. Elements must have sufficient color contrast
7. Elements should not have tabindex greater than zero
8. Hidden or empty element receives focus
9. Page <title> does not identify purpose of page

Documentation & Recommendations

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Cloud Service Provider: ADA Compliance Errors

Total Issues Found	**214**
Critical	**127**
Serious	**21**
Moderate	**49**
Minor	**7**

Of the top 148 critical & serious issues, the 7 core drivers are:

1. Elements must only use allowed ARIA attributes
2. Certain ARIA roles must be contained by particular parents
3. Focus indicator is missing
4. Inaccessible by keyboard and no conforming alternate
5. Elements must have sufficient color contrast
6. Elements should not have tabindex greater than zero
7. Hidden or empty element receives focus

Documentation & Recommendations

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SEO Keyword Assessment.

Storage Solutions: SEO Keywords

This page scored a 2 out of 5 in our keyword audit. In addition to backlinking & content refresh, our keyword recommendations are:

- *storage solution*
- *lenovo storage*
- *data management storage*
- *lenovo cloud storage*
- *storage and data management*
- *lenovo san*
- *it storage solution*
- *storage systems and management*
- *it storage solutions*
- *data storage solution*
- *data storage management*
- *hybrid storage solutions*
- *data storage solutions*
- *data management and storage*
- *what is this information storage solution*
- *storage management solutions*
- *data storage systems*
- *storage it solutions*
- *data storage and management*

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HPC: SEO Keywords

This page scored a 2 out of 5 in our keyword audit. In addition to backlinking & content refresh, our keyword recommendations are:

- *lenovo high performance computing*
- *lenovo hpc*
- *hpc solution*
- *hpc solutions*
- *hpc provider*
- *hpc servers*
- *high performance computing solutions*
- *supercomputers for sale*
- *hpc supercomputer*
- *supercomputer for sale*
- *hpc server*
- *hpc providers*
- *high performance computing solution*
- *supercomputer for sale*
- *hpc computers*
- *hpc system*
- *hpc computer*
- *supercomputer server*
- *hpc global*
- *hpc computing*

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Backup and Disaster Recovery: SEO Keywords

This page scored a 2 out of 5 in our keyword audit. In addition to backlinking & content refresh, our keyword recommendations are:

- *backup and disaster recovery solutions*
- *backup and disaster recovery solution*
- *backup disaster recovery solutions*
- *backup & disaster recovery*
- *backup disaster recovery solution*
- *disaster recovery backup solutions*
- *backup and recovery solutions*
- *lenovo backup*
- *data backup and disaster recovery*
- *backup for disaster recovery*
- *disaster recovery and backup solutions*
- *cloud backup and recovery solutions*
- *back-up disaster and recovery*
- *disaster recover solutions*
- *backup disaster recovery*
- *backup and disaster recovery*
- *disaster recovery solution*
- *back up and disaster recovery*
- *backup and disaster recovery software*
- *storage disaster recovery*

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Big Data & Analytics: SEO Keywords

This page scored a 2 out of 5 in our keyword audit. In addition to backlinking & content refresh, our keyword recommendations are:

- *solutions for big data*
- *solution for big data*
- *big data server*
- *solutions to big data*
- *big data solution*
- *servers for big data*
- *big data-server*
- *Inv solutions credit card processing*
- *big data servers*
- *big data solutions*
- *big data analytics solution*
- *big data analysis solutions*
- *big data management and analytics*
- *big data and analytics solutions*
- *gy rewards*
- *cvs look big data reward from*
- *big data service*
- *data analytics solution*
- *big data services*
- *best laptops for business analytics*

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Client Virtualization & Infrastructure: SEO Keywords

This page scored a 2 out of 5 in our keyword audit. In addition to backlinking & content refresh, our keyword recommendations are:

- *storage client virtualization solutions*
- *storage client virtualization*
- *client virtualization solutions*
- *client virtualization*
- *vdi client*
- *virtualization solutions*
- *virtualization solution*
- *vdi storage virtualization*
- *vdi clients*
- *match the virtualization feature on the right with the appropriate description on the left*
- *match the virtualization implementations on the left*
- *vdi laptop*
- *virtualization client*
- *match the virtualization implementations on the left with the appropriate*
- *virtual client*
- *infrastructure virtualization*
- *hosted desktop virtualization*
- *which type of virtualization should you deploy to provide a virtual desktop infrastructure?*
- *virtual clients*
- *virtual hosted desktops*

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Cloud Service Provider: SEO Keywords

This page scored a 2 out of 5 in our keyword audit. In addition to backlinking & content refresh, our keyword recommendations are:

- *lenovo cloud services*
- *lenovo cloud*
- *lenovo cloud storage*
- *cloud solutions provider*
- *cloud solution provider*
- *csp cloud service provider*
- *cloud server provider*
- *what is cloud service provider*
- *cloud services provider*
- *cloud solutions providers*
- *cloud service provider*
- *csp providers*
- *cloud service provider csp*
- *what is a cloud services provider*
- *cloud csp*
- *what is a cloud service provider*
- *csp provider*
- *cloud service providers*
- *csp service provider*
- *csp solutions*

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Sources.

Sources

Abby Covert IA Heuristics

Hotjar

Hubspot

axe Dev Tools

Qualtrics Study 2021

Adobe Analytics

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Sources

Storage Solutions	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
High Performance Computing	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Backup and Disaster Recovery	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Big Data Analytics	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Client Virtualization & Infrastructure	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics
Cloud Service Provider	Heuristic Score Sheet	SEO Score Sheet	Heatmap	ADA Report	Adobe Analytics

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