

Smarter technology for all

ISG

IA Content Audit: Point of View, Solutions, & SMB
Rivers Agency

Lenovo

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Project Background

About the Project

The sequel to our original UX report delivered July 2021, this report includes a more holistic analysis of visitors' interactions with key ISG pages within the Lenovo.com site. The pages were selected by the ISG team and evaluated through the lens of both User Experience (UX) and Customer Experience (CX), with UX as a focused and specific part of a larger CX analysis. Therefore, measurements, key findings and recommendations are focused on interactions a user has 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

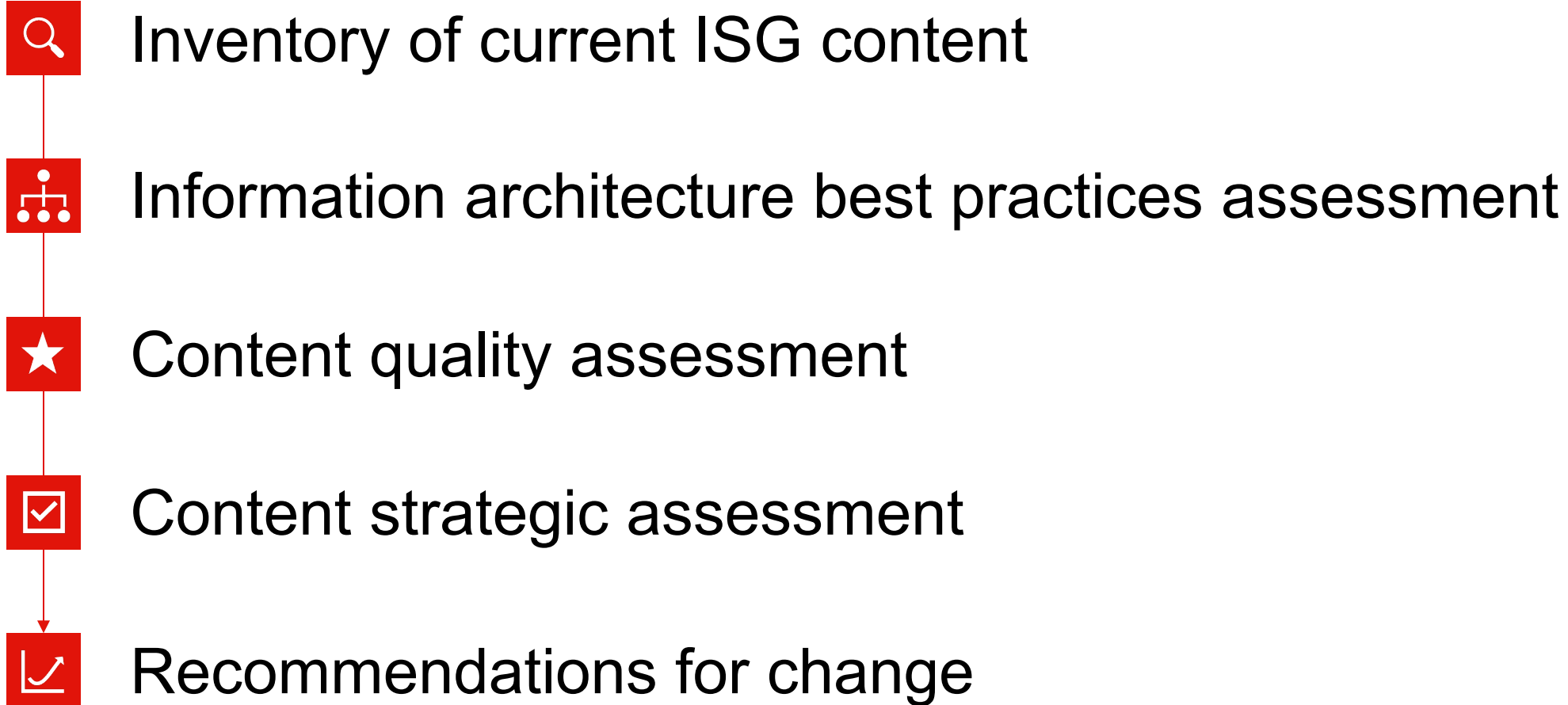
Rivers Agency is one of the most innovative and award-winning design firms in the region. Over the last 25+ years, we've designed hundreds of product, brand and digital experiences for companies like Red Hat, Wolfspeed and Zelle, in large part due to strategically putting users at the core of everything 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

Audit Activities



Data Center: Point of View (POV) Pages

POV Pages – Key Metrics

Basic Traffic Visits

1. Analytics & AI	19.4%
2. Cloud Computing	16.7%
3. Edge Computing	14.0%
4. Cloud Computing <i>(diff url)</i>	10.5%
5. As-a-Service	8.1%
6. Analytics & AI <i>(diff url)</i>	4.6%
7. As-a-Service <i>(diff url)</i>	4.2%
8. Edge Computing <i>(diff url)</i>	3.4%
9. Cloud Computing <i>(paid social url)</i>	3.2%
10. Analytics & AI <i>(paid social url)</i>	3.2%

Inbound Drivers

1. Direct	36.7%
2. SEO	31.0%
3. SEM	17.5%
4. Paid Social	8.0%
5. Display	2.8%



POV basic traffic visits rank as following when calculating total url mentions within the top 10:
Cloud Computing: Visits 6,606 / 30.9%
Analytics & AI: Visits 5,894 / 27.6%
Edge Computing: Visits 3,659 / 17.1%
As-a-Service: Visits 2,796 / 13.1%

Entry Pages

1. Cloud Computing	21.0%
2. Analytics & AI	16.7%
3. Data Center	8.4%
4. Edge Computing	7.2%
5. Lenovo Home	6.7%
6. As-a-Service	4.8%
7. PC	1.9%
8. Cloud Computing	1.7%
9. As-a-Service <i>(diff url)</i>	1.0%
10. Laptop Deals	0.8%

POV Pages – Information Architecture Score

Information Access

Findability

	Cloud Computing	Analytics & AI	As a Service	Edge Computing
Names of categories are understandable	4	4	3	4
Category names accurately convey content	3	3	4	4
Content categorized in a user-centered manner	3	4	3	4
Content titles are distinguishable from one another	2	2	3	4
Navigation components are present	2	2	2	2
Information is difficult to find because the structure is too broad or too deep	3	2	2	4
Number of clicks from the homepage	5 (1 click)	5 (1 click)	5 (1 click)	5 (1 click)

Searchability

Search technology is available	3	3	3	3
SEO keywords are mapped to pages	3	3	2	2
Page available from search in Google and goes directly to the destination	5	5	5	5

Information Organization

Title tags are correct	2	2	2	2
Meta descriptions are optimized	2	3	1	1
Score (out of 60)	37 / D	38 / D	35 / E	40 / D

[View full scoring document](#)

POV Pages – Quality of Content Score

		Cloud Computing	Analytics & AI	As a Service	Edge Computing
Content Organization	Content heading structure is consistent and parallel	3	3	3	3
	Content is easy to scan (no walls of text)	3	3	3	3
	Content flows from the most important, to the least important	3	3	3	3
	Page elements, such as images, videos, and links are used appropriately and consistently	3	3	3	3
Plain Language, Grammar and Punctuation	Content contains no jargon	2	2	3	1
	Content uses active voice	4	3	4	3
	Content follows web writing best practices	2	2	2	2
	Content avoids nominalizations, redundancies, cliches, and long sentences	2	1	1	1
Content Focus, Efficiency, Effectiveness and Context	Content is focused on one topic and purpose per page	4	4	4	4
	Content conveys information succinctly. No info dumps	2	2	2	2
	Content is easy to understand	2	2	2	2
	User has sufficient context to understand the page if the page can be landed on via natural search or browsing. The user does not need to have visited previous pages to understand the current one	3	3	2	4
Voice and Tone	Content meets brand guidelines	4	4	4	3
	Tone is appropriate for the audience, purpose, and channel	4	4	4	4
Calls to Action or Next Steps	Content contains clear calls to action or next steps	3	3	3	3
	User knows what to do next	3	3	2	3

[View full scoring document](#)

POV Pages – Quality of Content Score *continued*

		Cloud Computing	Analytics & AI	As a Service	Edge Computing
Information Design and Writing Standards are Professional and Effective	Content has no spelling or grammatical errors	5	2	5	4
	Content is easy to read and understand	3	3	3	3
	Titles, headings, and text are consistent and effective	3	3	3	3
	Content is supported graphically	3	3	3	3
Appropriate Level of Substance and Context	Content is useful and substantial	3	3	3	3
	Content provides enough background info	2	2	2	2
Content is Effectively Focused on the Audience	Content speaks directly to the audience	4	4	4	4
	Content is focused on user needs	3	3	3	3
	Content meets the needs or answers the question posed by the scenario	3	3	3	3
Content is Well Organized	Navigation path to scenario content is easy to find and follow	3	3	3	3
	Pages are organized logically and reflect user task flow	3	2	2	3
	Page content, paragraph, and sentence hierarchy is apparent	2	2	2	2
Content is Relevant	Content is relevant to the audience	4	4	4	4
	There are no gaps in the content	3	3	3	3
Content Quality	Key messages are clear	3	3	3	3
	Keywords are appropriate and useful	3	3	1	2
	Goal of the page is clear	3	3	3	3
	All appropriate knowledge levels are served	2	2	2	2
Score (out of 170)		102 / D	96 / E	97 / E	95 / E

[View full scoring document](#)

POV Pages – Branded Content Score

	Cloud Computing	Analytics & AI	As a Service	Edge Computing
Brand positioning clear in the content	2	2	2	2
Content expresses a clear point of view	2	2	2	2
Brand personality comes across in content	1	1	1	1
Content champions ideas linked to brand values	1	1	1	1
Content and stories are unique to Lenovo	2	2	2	2
Content and stories stand out among the competition	2	2	2	2
Content demonstrates Lenovo's expertise	2	2	2	2
Branded content is accessible from multiple places on the site	3	3	3	3
Readers can easily share branded content	1	1	1	1
Score (out of 45)	16 / F			

POV Pages – What is a point of view?

A brand's POV is based on its perspective on matters that are relevant and helpful to its customers. POVs create a framework for a conversation around a series of broader topics and content revolving around those topics, not just products.

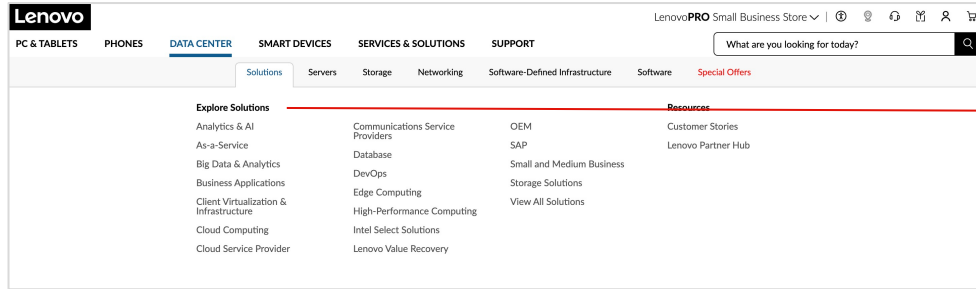
Where do POVs come from?

- Company mission, vision, values
- Industry dynamics
- Industry outlook
- Industry predictions
- Customer pain points
- Customer priorities
- Looking at the future
- Brand campaigns

What is Lenovo's point of view on these head topics?

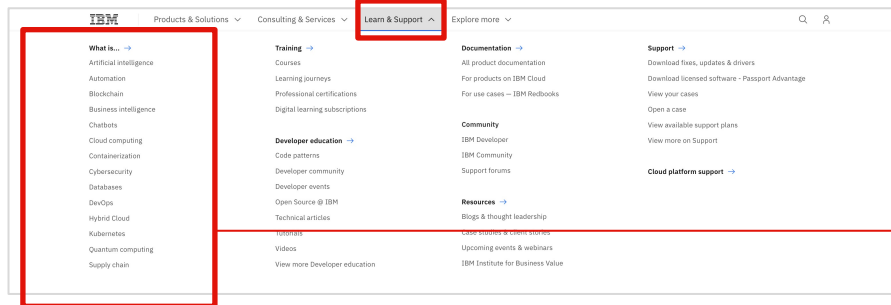
- Digital Transformation
- Digital Leadership
- Digital Commerce
- Digital Ecosystems
- IT Innovation
- Technology Trends
- Security
- Scalability
- Resilience
- Automation
- AI (Artificial Intelligence)
- Collaboration
- CX (Customer Experience)
- Productivity
- The Modern Workplace
- Hybrid Workforce
- Business Intelligence
- Business As a Platform for Change

POV Pages – Where should they live? Navigation Trends, Best-in-Class



The Lenovo model:

Currently what Lenovo calls POV pages are contained within the Solutions menu in alphabetical order. The POVs are not grouped together under a sub label such as “Learn”.



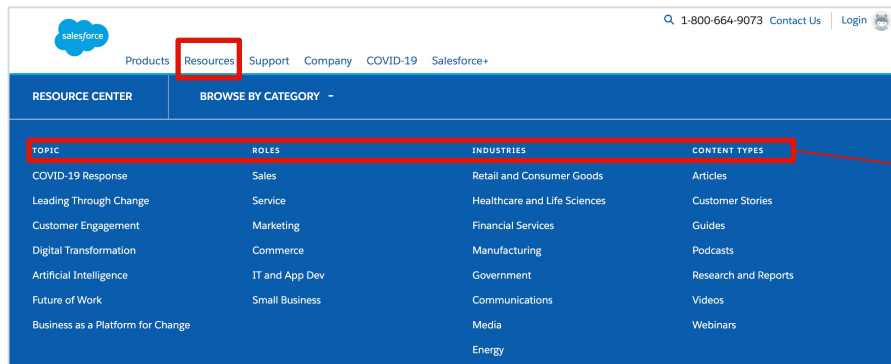
Ex 1: IBM

The learning hub model:

A learning hub is a place on your website where your best content lives and is organized in a way that makes it easy to find the content that answers the questions of your prospects.

Example 1: IBM makes it easy for users to learn about head topics like Cloud and AI from its “Learn & Support” pages. Those pillar pages with broad learnings then link out to related IBM solutions, products and services.

Example 2: Salesforce uses the same model, making its “Resource Center” available from the top navigation with content ranging from POV articles to how-to-guides to leadership podcasts.



Ex 2: Salesforce

Salesforce content is organized by topic, industry, role, etc., to make it easier for users to find the resources that relate directly to their individual needs.

Users also have the option to sign-up to have the latest relevant resources emailed directly to their inbox.

As the largest open source company in the world, we believe using an open development model helps create more stable, secure, and innovative technologies. At Red Hat, we've spent more than two decades collaborating on community projects and protecting open source licenses so we can continue to develop software that pushes the boundaries of technological ability.

"We believe"

First person is the most personal point of view. Brands with a point of view use first person in their conversations with consumers.

Our code is open

Clouds that compete can still connect

See why open source works

"Clouds that compete can still connect"

Successful brands socialize positive, progressive, enlightened ideas about the industry in addition to their products and solutions. These ideas are directly related to the brand's point of view and help readers decide if they align with your company values or not.

ABOUT

We're the world's leading provider of enterprise open source solutions, using a community-powered approach to deliver high-performing Linux, cloud, container, and Kubernetes technologies. We help you standardize across environments, develop cloud-native applications, and integrate, automate, secure, and manage complex environments with award-winning support, training, and consulting services.

Company information

Jobs

Locations

Development model

Events

Newsroom

Blog

Cool Stuff Store

Diversity, equity, and inclusion

"About"

About pages or other content blocks where point of view is critical should focus on brand personality and beliefs.

"Jobs"

Careers is nestled underneath POV About copy, allowing Red Hat to build a quick rapport with potential candidates before they click "Jobs."

POV Pages — What does it look like? IBM, Best-in-Class

<https://www.ibm.com/resources/guides/hybrid-cloud-strategy/>

The right hybrid cloud strategy enables agility at scale

01. Introduction 02. Why now 03. The IBM difference 04. Business case 05. You and hybrid 06. Case studies

01
Need for agility and threat of complexity
4 min read

Cloud and the need to adapt

In today's world, there's a common thread connecting almost every organization, of every size, across all industries and regions: uncertainty. Change—often disruptive—is happening faster. Customer demands for a more convenient digital experience rise unabated, security threats are growing, and a complex, ever-changing web of regulations extends from country to country, to name just a few examples. In this climate of unprecedented dynamism and uncertainty, both risks and opportunities abound. For the organizations trying to navigate it, the need for business agility—the ability to adapt rapidly and effectively—has never been more important.

To gain flexibility and efficiency in their IT capabilities, enterprises rightly see cloud as the key to moving forward. But more than ever, today's cloud options are neither simple nor clear cut. While the goal to move to public cloud drove the first wave of adoption, the diverse needs of applications can be better satisfied by a mix of different environments including traditional data centers, edge and SaaS. So it isn't surprising that the majority of enterprises expect to run their applications across a constellation of different environments, involving many different cloud providers, each with its unique value proposition. This hybrid, multicloud diversity reflects the reality of their businesses.

Simple, positive, jargon-free headline.

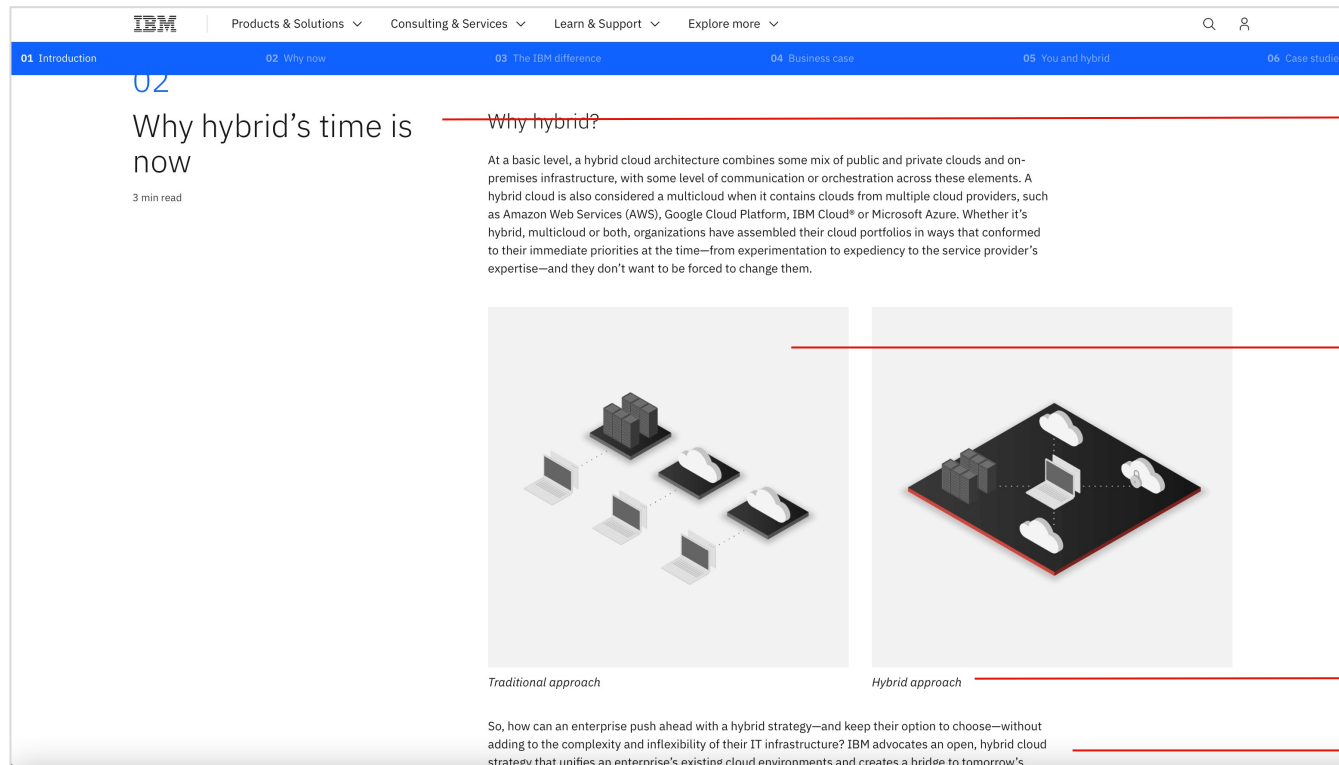
Appropriate print, share and download icons allow viewers to save and share evergreen POV content.

On-page navigation acts as a table of contents letting readers “skip” the topics they already know or toggle back and forth between content sections on the page.

On-page navigation sticks, making it easily accessible to readers throughout the experience.

IBM carves their content out into focused, digestible sections. Order of the content is deliberate, organized from most important to least/big picture to small. Content sections are numbered, strategically guiding users through the page.

People are time-pressed. Putting an estimated read time on content has shown to have a positive effect on reader engagement.



Jargon-free, point of view headers and headlines.

Inline images supporting the content educate audiences who are looking for answers and trying to learn.

Captions are one of the most highly read content types and help enhance the meaning of the images.

“IBM advocates for...” Notice the non-marketing speak. This is point of view language explaining IBM’s stance on this topic.

03
How IBM's open hybrid cloud strategy stands apart
9 min read

The path to "build once, deploy anywhere"

Red Hat OpenShift fully realizes the developer's aspiration of cloud-native application portability. It provides a single operating system across all environments, which enables developers to deploy apps without any hardware dependency. And it employs a container orchestration platform to automate the deployment of containerized applications across all these cloud environments, including security, load balancing and scalability. That's the ultimate in flexibility and efficiency.

Red Hat OpenShift, powered by Kubernetes, allows you to run containerized applications and workloads anywhere.

While Red Hat OpenShift is a foundationally important part of IBM's open hybrid cloud approach, it represents one of the multiple layers that make up IBM hybrid cloud and AI solutions. See Figure 1. The base of this approach is a flexible infrastructure layer where infrastructure can come from any environment, public or private.

IBM's public cloud provides an optimized infrastructure for OpenShift and provides diverse computing resources—from ready-to-use software-as-a-service applications to complete infrastructure and development platforms—all available to users securely over the network while providing guardrails for clients to securely deploy their workloads on the cloud. IBM Cloud provides as-a-service delivery of the entire hybrid cloud architecture, from the infrastructure through AI, security and automation. IBM Cloud Satellite™ extends the IBM public cloud by bringing a secured, unifying layer of cloud services for clients across any environment, enabling hybrid cloud to be consumed as a service, and ensuring the same security and controls are used no matter where data is being collected, processed or shared.

**Figure 1:
IBM Hybrid Cloud and AI Solutions**

Business Transformation and Hybrid Cloud Services	IBM Services Digital Transformation • Application Modernization • Intelligent Workflows	System Integrator Partners
Hybrid Cloud Software	IBM Software IBM Cloud Pass Automation • Data and AI • Integration • Networking • Security • Industry Capabilities	Software and SaaS Partners
Hybrid Cloud Platform	Red Hat Hybrid Cloud Platform Red Hat OpenShift • Red Hat Enterprise Linux	
Infrastructure	IBM Cloud Public Clouds AWS • Azure • Other	IBM Systems Enterprise Infrastructure Edge

Active nav state shows readers where they are in the content and how much more is left to read.

Notice that further down the page IBM starts hyperlinking to connected resources. By strategically embedding links in the text vs. creating marketing portals for additional resources, the user is less likely to lose focus. The hyperlinks are a pause in the experience, but don't distract from the narrative, giving the user the option to dig deeper or continue on their current journey.

Solution and products appear on the page, but not in a salesy package. Inline image diagrams the options in an informative and educational way.

POV Pages – What does it look like? IBM, Best-in-Class

<https://www.ibm.com/resources/guides/hybrid-cloud-strategy/>

The screenshot shows the IBM website's navigation bar with tabs for '01 Introduction', '02 Why now', '03 The IBM difference', '04 Business case', '05 You and hybrid', and '06 Case studies'. The main content area is divided into two sections:

- 05 Why hybrid cloud matters to you** (4 min read): This section includes a sub-header 'Where are you?' and several paragraphs of text. A red arrow points from the text 'While all industries have their own unique priorities, issues and challenges, it's no stretch to say the growing need for agility, efficiency and security cuts across all. For that reason, there's a strong business case for open hybrid multcloud technology across a broad spectrum of enterprises, by size, industry and business model. Still, whether you're on the IT or line-of-business side of technology planning, the epiphany comes from seeing how your company—and its goals, issues and challenges—fits into the big picture.' to the right-hand text.
- 06 Open hybrid cloud solutions in action** (10 min read): This section features a sub-header 'Large telecom operator in South Asia' and is divided into 'Driver' and 'Solution' sub-sections. A red arrow points from the 'Driver' section to the right-hand text.

IBM addresses that these top of funnel, evergreen insights can apply to a variety of targets and takes the time to explain that no matter what or who you are, this concept and IBM's solutions are relevant to readers.

The core purpose of POV pages is to help audiences understand an issue and solve problems around that issue quickly. By embedding real-life examples of how IBM helps each customer directly on the POV page vs linking out to a case study asset, IBM is saving readers time and keeping them focused on the purpose of the page. Also, note the position of the case studies on the page; because case study content is most valuable to mid-funnel users, IBM positions them near the end of the journey to help prospects move into the consideration stage.

POV Pages – What does it look like? IBM, Best-in-Class

<https://www.ibm.com/resources/guides/hybrid-cloud-strategy/>

06

Open hybrid cloud solutions in action

10 min read

Large telecom operator in South Asia

Driver

Operating in an extremely mature and competitive market, this fast-growing telecom operator recognized that delivering a consistently high-quality customer experience—fewer dropped calls, better-quality video and low data latency—is the key to its growth and competitiveness. The broad challenge was in optimizing the operations of a highly complex and diverse network spread across multiple environments. With traditional manual processes for fault detection and a new cloud capacity provision constraining flexibility, the operator saw AI-enhanced automation as the answer. But without the ability to orchestrate across silos of multiple clouds and systems, automation wasn't feasible. Vertically separated clouds are what the operator had; horizontally connected hybrid is what it needed.

Solution

The operator embarked on a broad architectural transformation, the first step of which was to implement an open hybrid cloud network running on the Red Hat OpenStack Platform and Red Hat OpenShift. On top of this, the operator—working with teams from IBM Services—developed an automated, one-click cloud provisioning process that handles every stage from plan to build to run. With this new tool, a network planner or engineering team's request for a new site has become a virtually touchless, completely catalog-driven user experience. This tool has enabled the operator to reduce cloud implementation time by 75%—from four weeks to one week—while all but eliminating the implementation errors that can degrade the customer experience, weaken satisfaction and ultimately reduce revenue.

The most effective case studies are 500 words or less (IBM averages around 350 for each story on this page), making it easier for readers to skim the text and get to the information quickly.

Next steps



Hybrid cloud value calculator

Calculate how much value you can achieve with a hybrid cloud approach over a public-only approach.

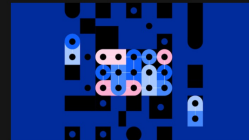
Launch the calculator



Chat with an IBM hybrid cloud expert

Discover the full value of your hybrid cloud potential with an IBM expert consultation at no cost.

Book a consultation



Download as a PDF

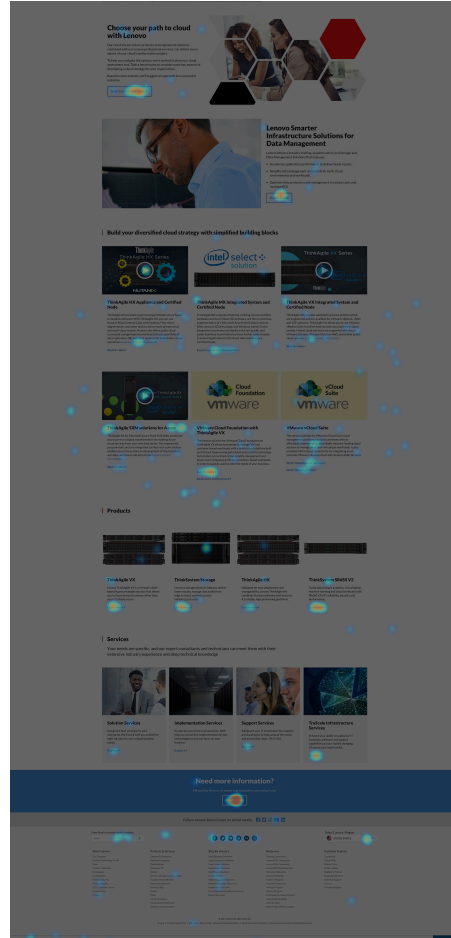
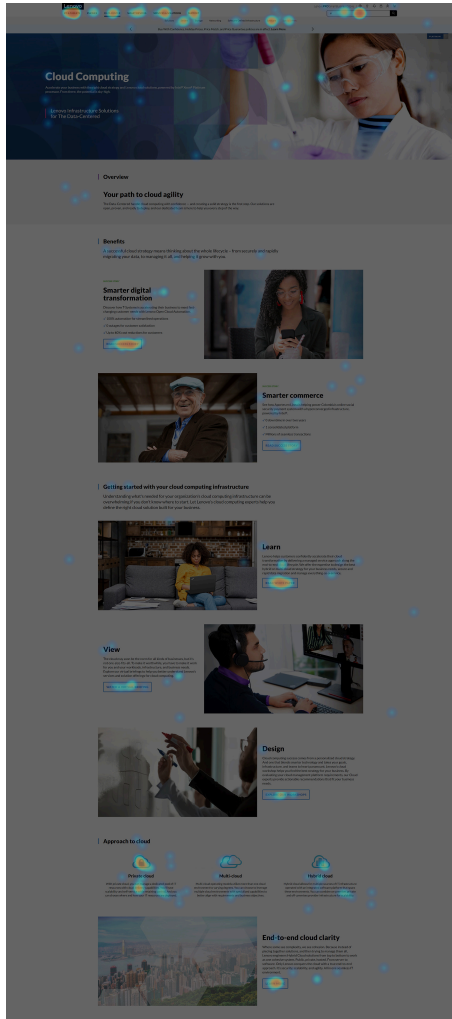
Get a portable version of this paper to print or save.

Get the PDF (1.3 MB)

IBM provides three logical and simple next steps for top-of-funnel and mid-funnel users. An interactive and educational calculator tool helps users test out their own business needs against IBM's solution, a direct link to book a consultation to learn more, and a handy PDF download that prospects can save and share to spread the knowledge between teams.

Lenovo Cloud Computing

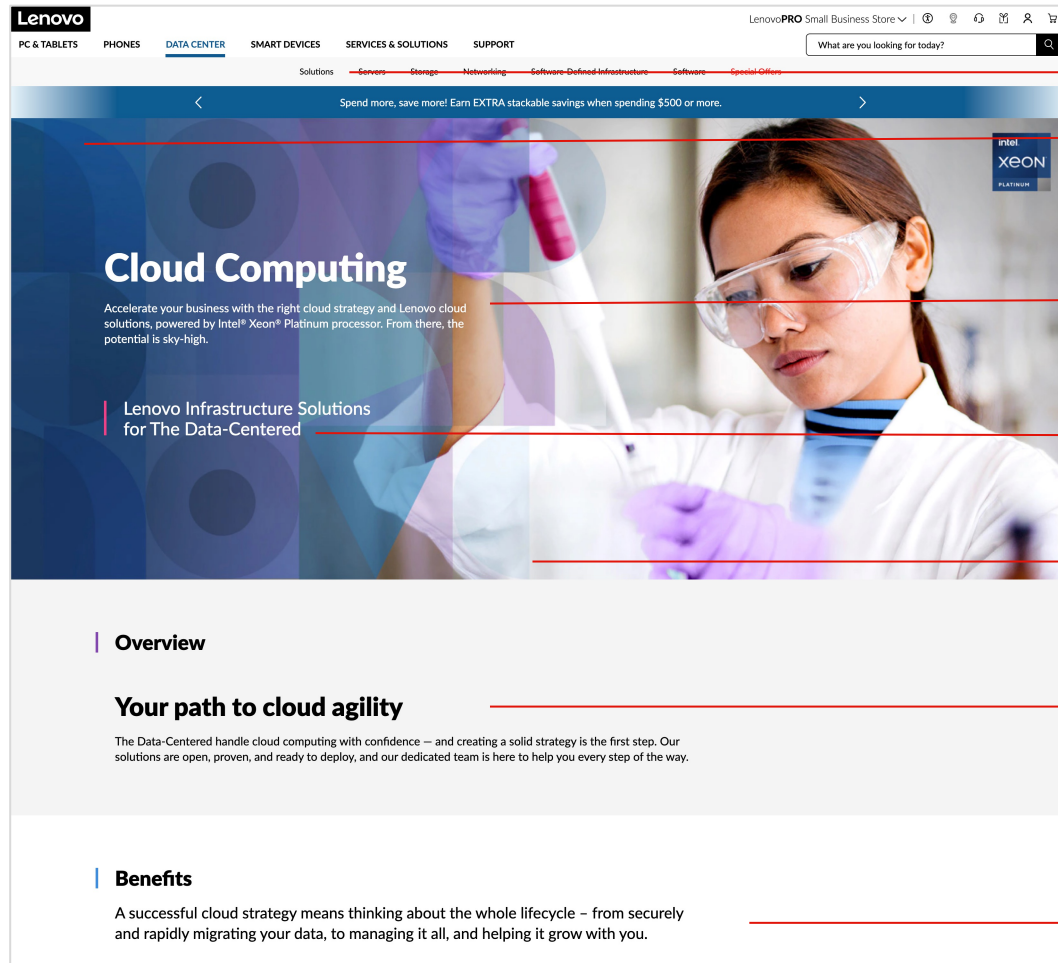
Lenovo Cloud Computing – Key Metrics



Unique Visitors	4,924
Visits	6,606
Return Visitors	3,630 / 55%
Page Views	8,423
Average Time	1:25
Bounce Rate	49.89%

i There is a high interest in Cloud Computing, but time on page and bounce rate could be improved by engaging customers with the right content. Engagement is higher with CTAs that use language that guides users to resources, stories or more information. Users are frequently clicking on content that doesn't link including the "Approach to Cloud" section, images and titles.

Lenovo Cloud Computing – Key Issues



Top-level navigation isn't activated.

Missing breadcrumbs to take you back to solutions.

"Xeon" processor is mentioned in high priority position on the page, but there is no information about what it is or why it's important anywhere else on the page. Copy is marketing copy, not POV copy.

Branded element lacks context. Not clear what "The Data-Centered" means.

Long page could benefit from on-page navigation that lets you jump to specific sections.

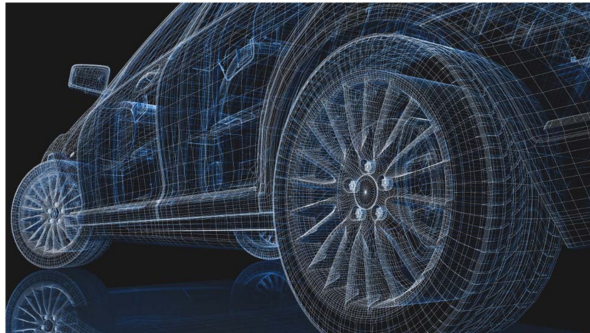
Overview content is missing Lenovo opinion. The copy is marketing messaging, not POV messaging. Copy references "strategy" as the "first-step" but there is no follow up or related content that offers or links to clear business strategies.

The header is labeled "Benefits", but the content doesn't offer any explicit cloud benefits for readers.

Lenovo Cloud Computing – Key Issues

Benefits

A successful cloud strategy means thinking about the whole lifecycle – from securely and rapidly migrating your data, to managing it all, and helping it grow with you.



SUCCESS STORY

Smarter remote collaboration

Learn more on how Toyota's design engineers have the freedom to work productively and collaborate effectively wherever they are.

- ✓ Thousands of employees empowered to work from home
- ✓ Collaboration thanks to easy access to 3D CAD applications
- ✓ Rapid response to the pandemic by scaling up VDI capabilities

[READ SUCCESS STORY](#)

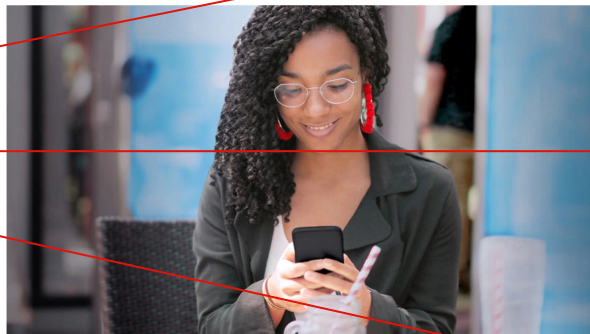
SUCCESS STORY

Smarter digital transformation

Discover how T-Systems is accelerating their business to meet fast-changing customer needs with Lenovo Open Cloud Automation.

- ✓ 100% automation for streamlined operations
- ✓ 0 outages for customer satisfaction
- ✓ Up to 40% cost reductions for customers

[READ SUCCESS STORY](#)



Insert header and intro text to tell readers what's coming. (Ex. "See our cloud computing solutions in action")

The reader hasn't learned anything about the topic of Cloud Computing. Customer Success stories are not appropriate in this stage of the page journey.

Consider bringing a pull quote or some part of the editorial content from the stories forward on this page to give audiences a sneak peek at real customer inputs.

"Digital transformation" should be a head topic for Lenovo with copy that supports the brand's perspective on the issue. Content title for actual asset ("Saving Time While Speeding up Service") would be a better headline here because it's jargon-free and helps the reader understand the basics of the story they're about to read.

Instead of leading with the products, lead with the problems that the products help solve. Linking to products that support solutions or POV is ok. Provide more contextual information about the characteristics of the business featured in the content (what is the industry, what is the size of the business, what were their pain points and priorities?).

Bulleted content is highly effective, but in this case, readers don't have enough context to fully understand the positive outcomes in the list.

Lenovo Cloud Computing – Key Issues

Getting started with your cloud computing infrastructure

Understanding what's needed for your organization's cloud computing infrastructure can be overwhelming if you don't know where to start. Let Lenovo's cloud computing experts help you define the right cloud solution built for your business.



Learn

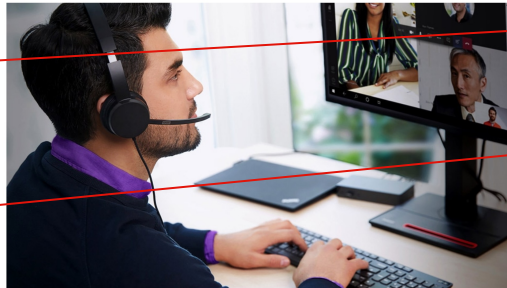
Lenovo helps customers confidently accelerate their cloud transformation by delivering a managed service approach along the end-to-end cloud lifecycle. We offer the expertise to design the best hybrid or multi-cloud strategy for your business needs, secure and rapid data migration and manage everything as a service.

[READ WHITE PAPER](#)

View

The cloud may soon be the norm for all kinds of businesses, but it's not one-size-fits-all. To make it worthwhile, you have to make it work for you and your workloads, infrastructure, and business needs. Explore our virtual briefings to help you better understand Lenovo's services and solution offerings for cloud computing.

[WATCH A VIRTUAL BRIEFING](#)



Design

Cloud computing success comes from a personalized cloud strategy. And one that blends smarter technology and takes your goals, infrastructure, and teams to heart paramount. Lenovo's cloud workshop helps you find the best strategy for your business. By evaluating your cloud management platform requirements, our Cloud experts provide actionable recommendations that fit your business needs.

[EXPLORE OUR WORKSHOPS](#)



“Getting Started” headline suggests content following would display steps in a process, when the actual content in the section below is lead-ins to content assets.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

Too much technical jargon.

Images repeat on all POV pages creating a confusing experience.

Gated asset behind CTA. Form fill did not reproduce email with link to download assets or direct download.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

CTA links to new web page where a video asset is below the fold. It's not clear that's the asset the reader is looking for as the intro copy to that video does not connect with the blurb the reader just read on the Cloud Computing POV page. Anchor tag in the url does not appear to be working or scrolling users down to the part of the page this relates to.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

CTA links to PDF asset. PDFs are a barrier for mobile users. Consider moving content on site for improved mobile experience and the ability to track engagement with the asset. The subject of the CTA is not referenced until page 6 of the document.

Lenovo Cloud Computing – Key Issues

Approach to cloud

Private cloud


With private cloud, you can manage a dedicated pool of IT resources with cloud delivery capabilities. You'll have scalability and self-service while retaining control. And you can choose where and how your IT resources are deployed.

Multi-cloud

Multi-cloud operating models utilize more than one cloud environment to varying degrees. You can choose to leverage multiple cloud environments with specialized capabilities to better align with requirements and business objectives.

Hybrid cloud

Hybrid cloud allows for multiple sources of IT infrastructure operated with an integrated software platform that spans these environments. You can combine on-premises private and off-premises provider infrastructure for scalability.



End-to-end cloud clarity

Where some see complexity, we see cohesion. Because instead of piecing together solutions, and then trying to manage them all, Lenovo engineers Hybrid Cloud solutions from top to bottom to work as one cohesive system. Public, private, hosted. From server to software. Only Lenovo conquers the cloud with a true end-to-end approach. It's security, scalability, and agility. All in one seamless IT environment.

[LEARN MORE](#)


Choose your path to cloud with Lenovo

Our cloud infrastructure products and engineered solutions, combined with our Lenovo professional services, can deliver every aspect of your cloud transformation project.

To help you navigate the options, we're excited to share our cloud assessment tool. Take a few minutes to consider some key aspects of developing a cloud strategy for your organization.

Based on your answers, we'll suggest an approach to a successful outcome.

[TAKE CLOUD ASSESSMENT](#)



Include an intro to the concept that positions Lenovo as an authority/thought leader.

Users are clicking on this content; opportunity for further engagement.

Headline is jargon.

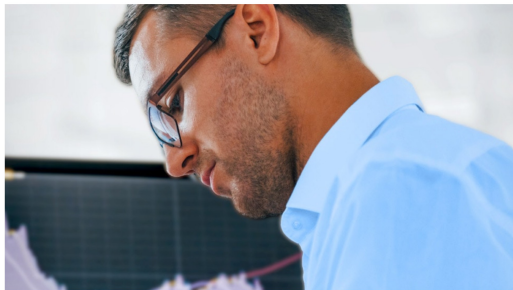
This content is related to the Hybrid Cloud topic above. Lenovo needs to make that clear by adding a heading or by clustering the content with the content above.

Vague CTA. Consider changing to "Explore the Hybrid Cloud Platform".

Vague headline. Consider more specific headlines related to the featured asset, "Try Our Cloud Assessment Tool".

CTA links to stand alone tool page that should open in a new window. Lack of navigation on linking asset could cause confusion.

Lenovo Cloud Computing – Key Issues



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.

[LEARN MORE](#)

“Smarter” is a brand element that keeps occurring on this page and others, written into both headlines and body copy. If “Smarter” is a brand pillar or point-of-view for the company, we should tell audiences what “Smarter” means to Lenovo. We can’t expect readers to know about the “Smarter Technology for All” brand pillar or to associate this shortened version of the original with that concept.

Vague CTA. Try giving more context about what result the reader will get if they click the button (ex. “Explore Storage Solutions”).

Build your diversified cloud strategy with simplified building blocks



ThinkAgile HX Appliance and Certified Node

ThinkAgile HX provides hyperconverged infrastructure based on Nutanix software. With ThinkAgile HX, you can use Nutanix Prism Central, Calm orchestration, Flow micro-segmentation, and other tools to deliver both private cloud and multi-cloud models. Nutanix also offers public cloud-connected storage features and directly hosts a portfolio of data replication, DR, and other services for hybrid data center operations. [Explore product information.](#)

[Watch video >](#)



ThinkAgile MX Integrated System and Certified Node

ThinkAgile MX Integrated Systems, utilizing Lenovo certified hardware and Azure Stack HCI software, are the on-premises implementation of a Microsoft Azure hybrid cloud solution. With Lenovo's XClarity plugin and Windows Admin Center integration, businesses can deploy solutions quickly and easily. Seamless Azure hybrid services further make it easier to extend applications to the cloud. Also available as a Certified Node. [Explore product information >](#)

[Explore product information >](#)



ThinkAgile VX Integrated System and Certified Node

ThinkAgile VX provides validated hardware platforms that are engineered and pre-qualified for VMware vSphere, vSAN and VCF software. ThinkAgile VX allows you to use VMware vRealize Suite to deliver both private cloud and multi-cloud models. Hybrid cloud solutions are supported with Azure VMware Solution, VMware Cloud on AWS, and similar public cloud services. [Explore product information.](#)

[Watch video >](#)

Headline needs context and/or intro text associated with it. Building blocks for what? What is my need that they address? In what part of the process do I need these building blocks?

The goal of a POV page is to reinforce the brand, boost credibility and to help customers learn. Detailed product cards don't belong here.

Too much jargon in all the body text. Reader just needs to know “what is this for” and “who is this for” before clicking on the CTA to dig deeper.

Avoid multiple CTAs if possible.

Lenovo Cloud Computing – Key Issues

The screenshot shows a website layout with a header, a main content area with three product cards, a 'Products' section header, and a row of four server product images with corresponding descriptions. Red arrows from the right-pointing text indicate the following issues:

- Arrow 1: Points to the top three product cards (ThinkAgile SXM, VMware Cloud Foundation, VMware vCloud Suite).
- Arrow 2: Points to the body text of the VMware vCloud Suite card.
- Arrow 3: Points to the 'With ThinkSystem Servers' and 'With ThinkAgile HX' CTAs on the VMware vCloud Suite card.
- Arrow 4: Points to the 'Products' section header.
- Arrow 5: Points to the server product images and their names in the bottom row.

The goal of a POV page is to reinforce the brand, boost credibility and to help customers learn. Detailed, jargon-filled product cards don't belong here.

Too much jargon in all the body text. Reader just needs to know “what is this for” and “who is this for” before clicking on the CTA to dig deeper.

Avoid multiple CTAs if possible.

Add context such as “Explore Lenovo Cloud products” and sub text to explain how the products below relate to the Cloud Computing solution.

Product images and product names should also link to the same place as the “Learn More” CTA.

Lenovo Cloud Computing – Key Issues

The screenshot shows the 'Services' section of the Lenovo Cloud Computing website. It features a header with the text 'Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge'. Below this are four service cards: 'Solution Services', 'Implementation Services', 'Support Services', and 'TruScale Infrastructure Services'. Each card includes a brief description and an 'Explore' link. Below the services section is a blue banner with the text 'Need more information?' and a 'CONTACT US' button. At the bottom, there is a social media section with icons for Facebook, Twitter, YouTube, Instagram, and LinkedIn, and a form to enter an email for updates. The footer contains various navigation links such as 'About Lenovo', 'Products & Services', 'Shop By Industry', 'Resources', and 'Customer Support'.

Services

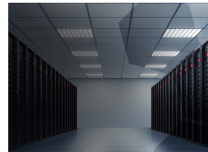
Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)



TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

[Explore >](#)

Need more information?

Fill out this form so a Lenovo representative can contact you.

[CONTACT US](#)

Follow Lenovo Data Center on social media:



Enter Email to receive valuable updates

Email



Select Country / Region:

UNITED STATES

About Lenovo

[Our Company](#)
[Smarter Technology For All](#)
[News](#)
[Investors Relations](#)
[Compliance](#)

Products & Services

[Laptops & Ultrabooks](#)
[Desktop Computers](#)
[Workstations](#)
[Gaming & VR](#)
[Tablets](#)

Shop By Industry

[Small Business Solutions](#)
[Large Enterprise Solutions](#)
[Data Center Solutions](#)
[Government Solutions](#)
[Healthcare Solutions](#)

Resources

[Gaming Community](#)
[LenovoEDU Community](#)
[LenovoPRO Community](#)
[LenovoPRO Small Business](#)
[MyLenovo Rewards](#)

Customer Support

[Contact Us](#)
[Policy FAQs](#)
[Return Policy](#)
[Order Lookup](#)
[Register a Product](#)

Since page's top content is regarding Cloud Computing, it could benefit users to see a menu of cloud-related services such as "Cloud workshops and trainings."

Instead of "Lenovo representative" say "Lenovo Cloud Expert" to make it more relevant to users looking for help on the topic of the page.

Linking to social channels is good but adding links to share POV content from the page is better and can increase Lenovo's position in the market.

Lenovo Cloud Computing – Key Recommendations

What needs work?

- Point of view is missing from the page
- Too many topics for readers to focus on
- Page organization (most important to least)
- No background or contextual information to explain topics
- Jargon is not easily understood
- Topics lack categorization
- Imagery repeating across all POV pages
- Proper linking on objects users want to click on
- Keywords

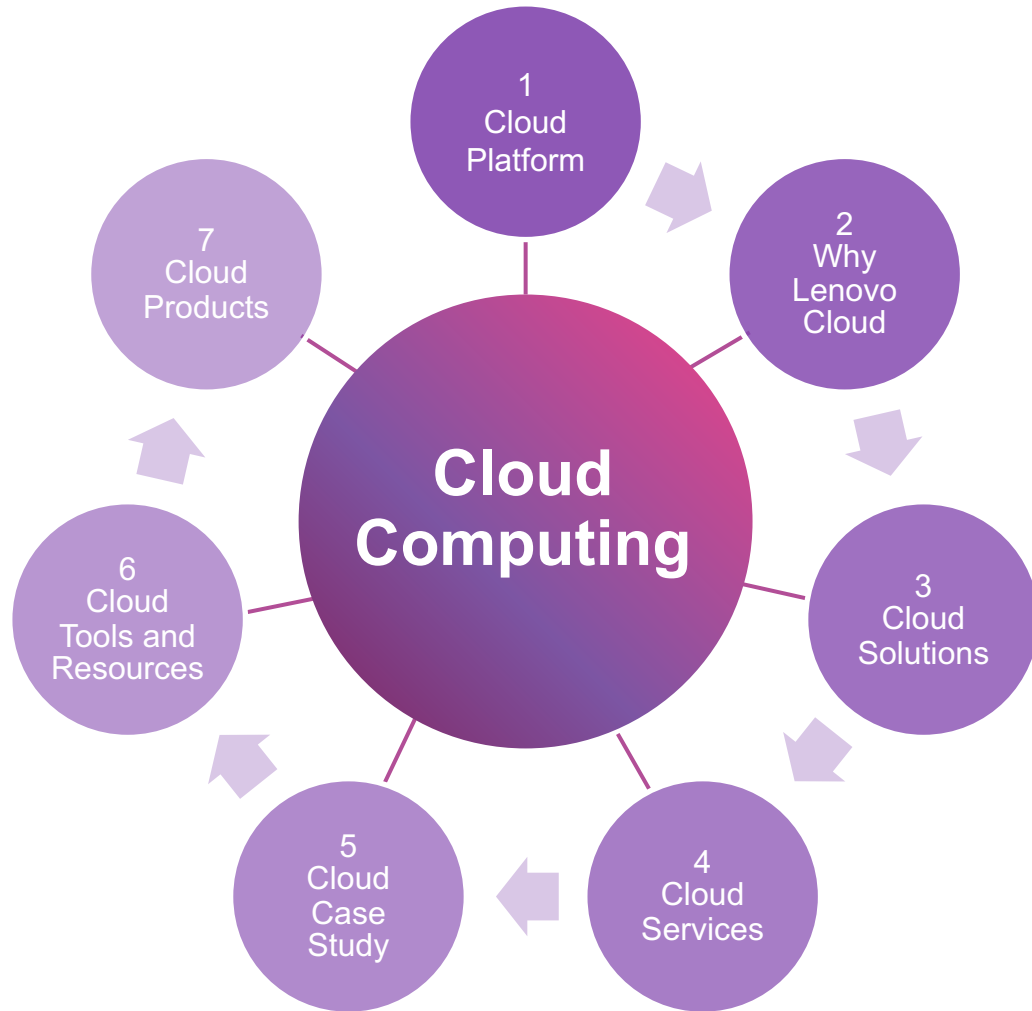
What's missing?

- Head POV topics related to Cloud
- Pillar content that gives an overview of the Cloud topic
- On-page navigation that allows users to jump to different points on the page
- Interactive elements to encourage repeat visits (video, interactive info graphic, etc.)
- Sharable content/share functionality

Recommendations for Change:

- Cut the number of topics in the content and on the page way down
- Focus on the basics of Cloud, the types of Cloud strategies available and Lenovo's point of view on each
- Order the content from most important/most related to the head topic down to least.
- Look for POV statements in the assets attached to the page. Some of the links out offer more appropriate pillar page copy than what's currently written on the page.
- Highlight customer case stories content on page giving users a preview before linking out.
- Create a CTA or Next Steps module for readers who want to learn more about the specific topic vs. a generic CTA that leads them away from the journey.
- The content in pages and assets linked from the main POV page should all cluster together and support users' journey of digging deeper into the head topic of the page.
- Audit keywords to increase ranking
- Ensure proper linking on titles and images

Lenovo Cloud Computing – Key Recommendations



Employ a Content Strategy:

Content strategy best practices recommend creating one pillar (or point-of-view) page covering the basics of the topic.

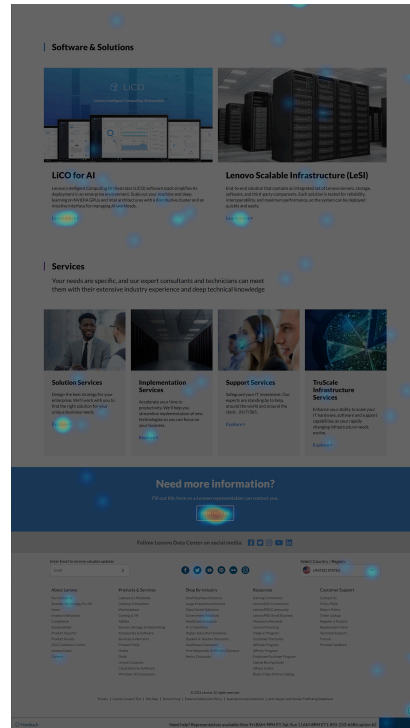
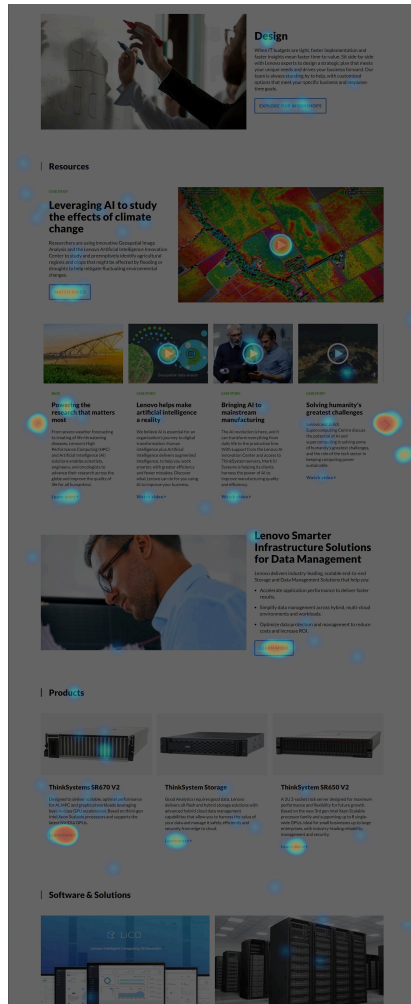
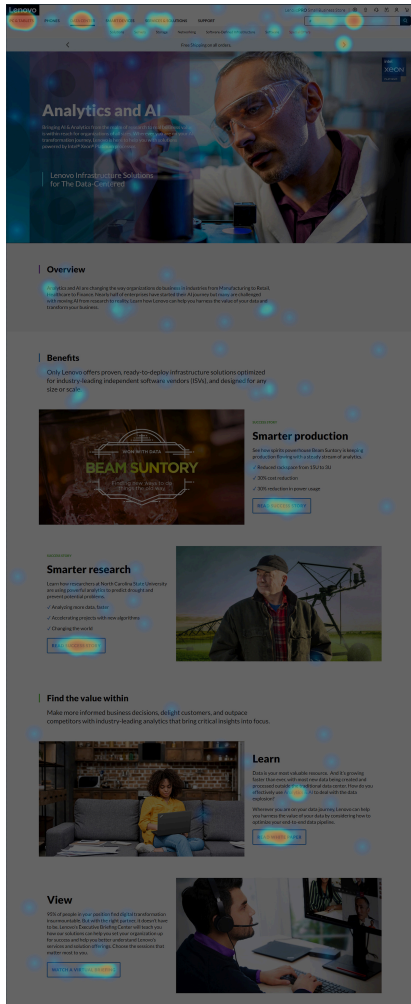
The majority of content on that page and the related/linked pages should be clustered within a relative narrow range.

The topic cluster pages should go a step beyond and cover the fine details of the topic.

When creating the outlines for the topic clusters, ensure that you develop relevant topics that can link back to the pillar page.

Lenovo Analytics & AI

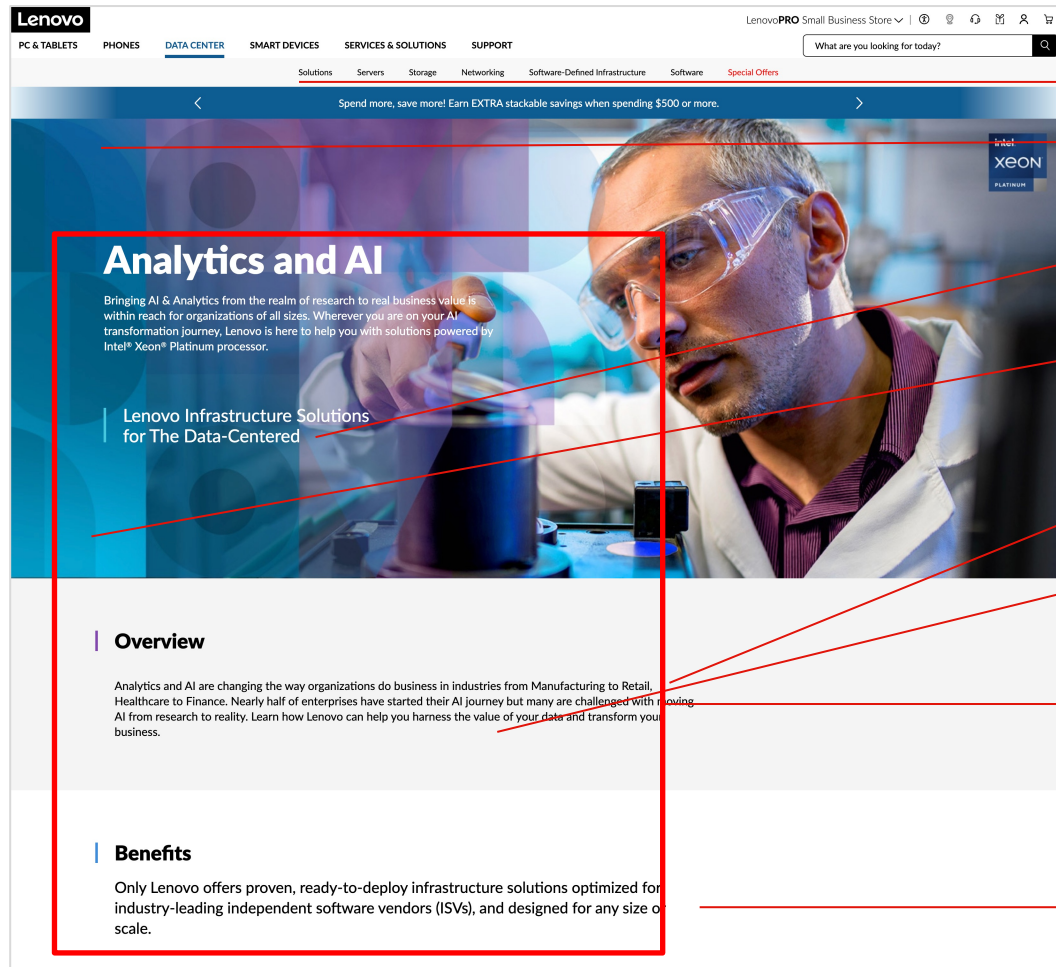
Lenovo Analytics & AI – Key Metrics



Unique Visitors	4,410
Visits	5,894
Return Visitors	3,343 / 57%
Page Views	7,107
Average Time	1:27
Bounce Rate	56.96%

i Heatmaps show that users are looking for a place to click and engage in the first two sections of the page before they have an option to. Once users are within learning or resources sections there is high engagement on CTA buttons. However, engagement drops significantly in the “Design” highlight and further down the page in the “Software & Solutions” and “Services” sections.

Lenovo Analytics & AI – Key Issues



Top-level navigation isn't activated.

Missing breadcrumbs to take you back to solutions.

Branded element lacks context. Not clear what "The Data-Centered" means.

Long page could benefit from on-page navigation that lets you jump to specific sections.

Improper capitalization

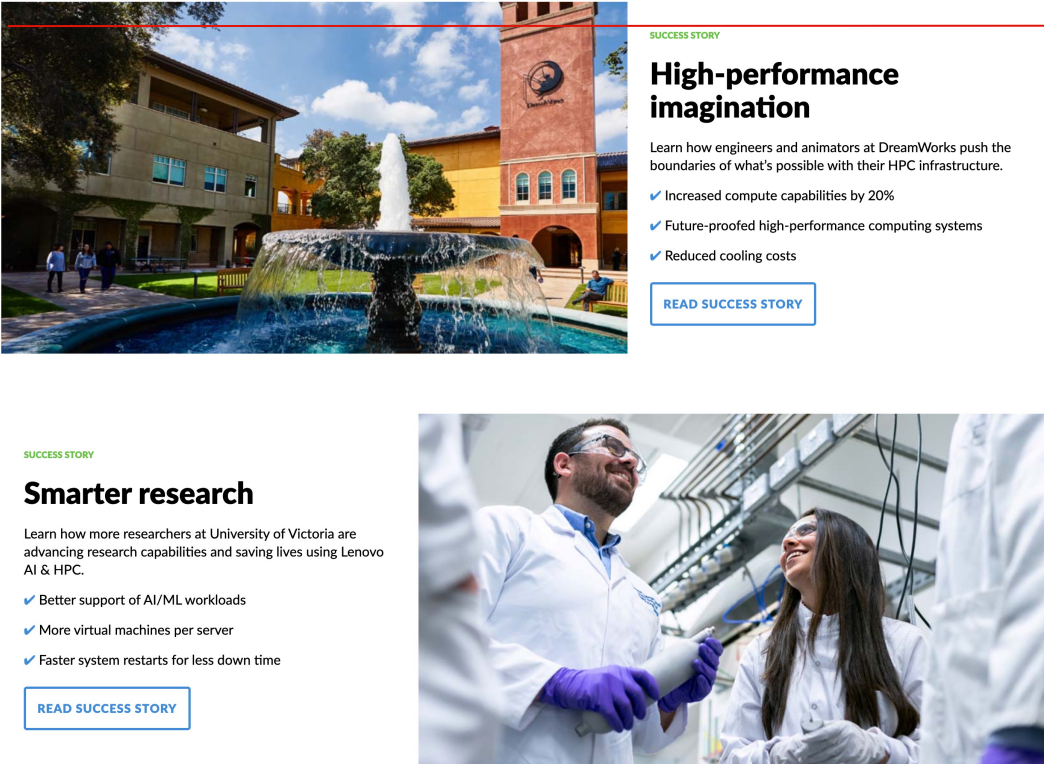
This has the background for a POV, but it's missing Lenovo's approach. Try combining the Lenovo benefit below into the graph for a more robust POV intro to AI.

These first three graphs don't go deep enough into the basics of AI for customers. Try adding some infographics, or other explainer visuals that illustrate the steps of AI transformation. Don't just mention digital transformation, explain how Lenovo's AI solutions help that transformation.

This doesn't translate as a benefit to the customer. Reframe into how this proof point actually helps customers solve a problem or meet a goal, add additional goals and make sure you pay off the benefits in the following section of the site.

What are Lenovo's AI solutions? They are not present on the page.

Lenovo Analytics & AI – Key Issues



High-performance imagination

Learn how engineers and animators at DreamWorks push the boundaries of what's possible with their HPC infrastructure.

- ✓ Increased compute capabilities by 20%
- ✓ Future-proofed high-performance computing systems
- ✓ Reduced cooling costs

[READ SUCCESS STORY](#)

Smarter research

Learn how more researchers at University of Victoria are advancing research capabilities and saving lives using Lenovo AI & HPC.

- ✓ Better support of AI/ML workloads
- ✓ More virtual machines per server
- ✓ Faster system restarts for less down time

[READ SUCCESS STORY](#)

Insert header and intro text to tell readers what's coming. (Ex. "See our AI solutions in action")

Consider bring a pull quote or some part of the editorial content from the stories forward on this page to give audiences a sneak peek at real customer inputs.

Strategically, it makes more sense to move case studies further down on the page. At this point in the journey, a reader needs to see information about Lenovo's AI offerings; the social proof can be used for validation once the reader is more informed.

Lenovo Analytics & AI – Key Issues

Find the value within

Make more informed business decisions, delight customers, and outpace competitors with industry-leading analytics that bring critical insights into focus.



Learn

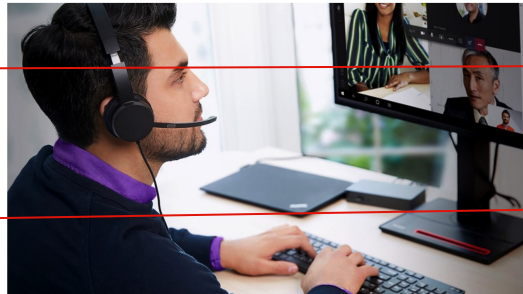
For the data-centered, insights are everything - improving efficiency, profitability and increasing revenue - ultimately giving your organization a competitive edge. Data is the key to unlocking insights driving automation. So how do you get started with AI implementation?

[READ EBOOK](#)

View

95% of people in your position find digital transformation insurmountable. But with the right partner, it doesn't have to be. Lenovo's Executive Briefing Center will teach you how our solutions can help you set your organization up for success and help you better understand Lenovo's services and solution offerings. Choose the sessions that matter most to you.

[WATCH A VIRTUAL BRIEFING](#)



Design

When IT budgets are tight, faster implementation and faster insights mean faster time-to-value. Sit side-by-side with Lenovo experts to design a strategic plan that meets your unique needs and drives your business forward. Our team is always standing by to help, with customized options that meet your specific business and response-time goals.

[EXPLORE OUR WORKSHOPS](#)

“Analytics” needs to appear in the header of this section.

What are Lenovo's Analytics solutions? They are not present on the page.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

Too much technical jargon.

The asset attached here is related to AI, not analytics?

Images repeat on all POV pages which can disorient users.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

CTA links needs to open a new window when taking visitors to the executive learning center.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

CTA links to PDF asset. PDFs are a barrier for mobile users. Consider moving content on site for improved mobile experience and the ability to track engagement with the asset.

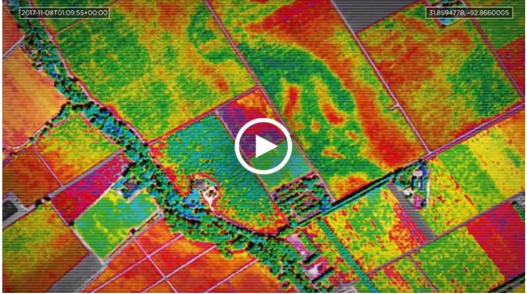
Lenovo Analytics & AI – Key Issues

Resources

Case Study
Leveraging AI to study the effects of climate change

Researchers are using innovative Geospatial Image Analysis and the Lenovo Artificial Intelligence Innovation Center to study and preemptively identify agricultural regions and crops that might be affected by flooding or droughts to help mitigate fluctuating environmental changes.

[WATCH VIDEO](#)



Blog
Powering the research that matters most

From severe weather forecasting to treating of life-threatening diseases, Lenovo's High Performance Computing (HPC) and Artificial Intelligence (AI) solutions enables scientists, engineers, and oncologists to advance their research across the globe and improve the quality of life for all humankind.

[Learn more >](#)

Case Study
Lenovo helps make artificial intelligence a reality

We believe AI is essential for an organization's journey to digital transformation. Human intelligence plus Artificial Intelligence delivers augmented intelligence, to help you work smarter, with greater efficiency and fewer mistakes. Discover what Lenovo can do for you using AI to improve your business.

[Watch video >](#)

Case Study
Bringing AI to mainstream manufacturing

The AI revolution is here, and it can transform everything from daily life to the production line. With support from the Lenovo AI Innovation Center and access to ThinkSystem servers, Mark III Systems is helping its clients harness the power of AI to improve manufacturing quality and efficiency.

[Watch video >](#)

Case Study
Solving humanity's greatest challenges

Lenovo and Jülich Supercomputing Centre discuss the potential of AI and supercomputing in solving some of humanity's greatest challenges, and the role of the tech sector in keeping computing power sustainable.

[Watch video >](#)

Header should say “AI and Analytics Resources.” Consider adding a line of text underneath that reminds users of the benefit of the resources.

Blog thumbnail image needs to be clickable as well as the text CTA.

Lenovo Analytics & AI – Key Issues

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.

[LEARN MORE](#)

Products

ThinkSystems SR670 V2

Designed to deliver scalable, optimal performance for AI, HPC and graphical workloads leveraging best-in-class GPU acceleration. Based on third-gen Intel Xeon Scalable processors and supports the latest NVIDIA GPUs.

[Learn more >](#)

ThinkSystem Storage

Good Analytics requires good data. Lenovo delivers all-flash and hybrid storage solutions with advanced hybrid cloud data management capabilities that allow you to harness the value of your data and manage it safely, efficiently and securely from edge to cloud.

[Learn more >](#)

ThinkSystem SR650 V2

A 2U 2-socket rack server designed for maximum performance and flexibility for future growth. Based on the new 3rd gen Intel Xeon Scalable processor family and supporting up to 8 single-wide GPUs. Ideal for small businesses up to large enterprises, with industry-leading reliability, management and security.

[Learn more >](#)

All solutions should be styled consistently and group in the same part of the page.

The problem/solution set-up in the bullets is good, however there is no content about how this solution helps a customer with their AI journey.

CTA links to Storage Solutions page (note: The title of the content is “Infrastructure and Data Management”) If storage is part of the AI and Analytics solution, it needs to be categorized with the other solutions above. If this is what Lenovo considers being a “related solution”, there should be a header with context that indicates that.


This header should say “AI and Analytics products” with a little context underneath.

Based on reading the information above them and their product card descriptions, it’s not clear how these products assist with AI transformation. What part of the journey do these help with and what AI related business problems do they solve for users?

The goal of a POV page is to reinforce the brand, boost credibility and to help customers learn. Detailed product cards don’t belong here. Too much jargon in all the body text. Reader just needs to know “what is this for” and “who is this for” before clicking on the CTA to dig deeper.

Lenovo Analytics & AI – Key Issues

Software & Solutions



LiCO for AI
Lenovo intelligent Computing Orchestrator (LiCO) software stack simplifies AI deployment in an enterprise environment. Scale out your machine and deep learning on NVIDIA GPUs and Intel architectures with a distributive cluster and an intuitive interface for managing AI workloads.
[Learn more >](#)

Lenovo Scalable Infrastructure (LeSI)
End-to-end solution that contains an integrated set of Lenovo servers, storage, software, and third-party components. Each solution is tested for reliability, interoperability, and maximum performance, so the system can be deployed quickly and easily.
[Learn more >](#)

“AI and Analytics” needs to appear in the header of this section.

Solutions should appear higher on the page.

Solution labels and text on solutions is too jargon-heavy.

Lenovo Analytics & AI – Key Issues

The screenshot shows the 'Services' section of the Lenovo website. It features a header with the text 'Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge'. Below this are four service cards: 'Solution Services', 'Implementation Services', 'Support Services', and 'TruScale Infrastructure Services'. Each card includes a brief description and an 'Explore' link. A blue banner below the cards asks 'Need more information?' and provides a 'CONTACT US' button. At the bottom, there are social media links, an email subscription form, and a footer with various navigation links.

Services

Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge

Solution Services
Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.
[Explore >](#)

Implementation Services
Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.
[Explore >](#)

Support Services
Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.
[Explore >](#)

TruScale Infrastructure Services
Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.
[Explore >](#)

Need more information?
Fill out this form so a Lenovo representative can contact you.
[CONTACT US](#)

Follow Lenovo Data Center on social media: [f](#) [t](#) [i](#) [+](#) [in](#)

Enter Email to receive valuable updates
Email

Select Country / Region:
UNITED STATES

About Lenovo
Our Company
Smarter Technology For All
News
Investors Relations
Compliance
Sustainability
Product Security

Products & Services
Laptops & Ultrabooks
Desktop Computers
Workstations
Gaming & VR
Tablets
Servers, Storage, & Networking
Accessories & Software

Shop By Industry
Small Business Solutions
Large Enterprise Solutions
Data Center Solutions
Government Solutions
Healthcare Solutions
K-12 Solutions
Higher Education Solutions

Resources
Gaming Community
LenovoEDU Community
LenovoPRO Community
LenovoPRO Small Business
MyLenovo Rewards
Lenovo Financing
Trade-In Program

Customer Support
Contact Us
Policy FAQs
Return Policy
Order Lookup
Register a Product
Replacement Parts
Technical Support

Since page's top content is regarding AI and Analytics, it could benefit users to see a menu of related services such as "AI workshops and trainings."

Instead of "Lenovo representative" say "Lenovo AI Expert" to make it more relevant to users looking for help on the topic of the page.

Linking to social channels is good but adding links to share POV content from the page is better and can increase Lenovo's position in the market.

Lenovo Analytics & AI – Key Recommendations

What needs work?

- Point of view is missing from the page
- Too many topics for readers to focus on
- Page organization (most important to least)
- No background or contextual information to explain topics
- Jargon is not easily understood
- Topics lack categorization
- Imagery repeating across all POV pages
- Proper linking on objects users want to click on

What's missing?

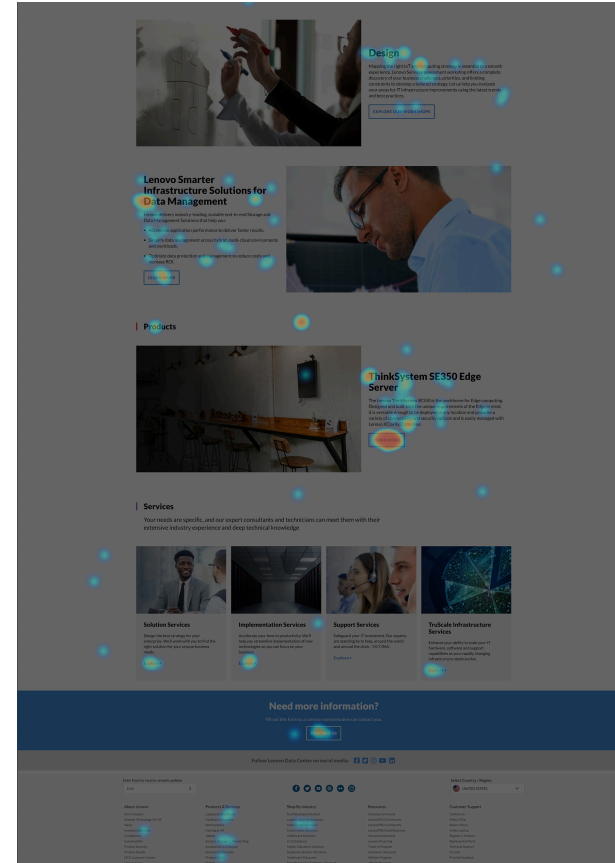
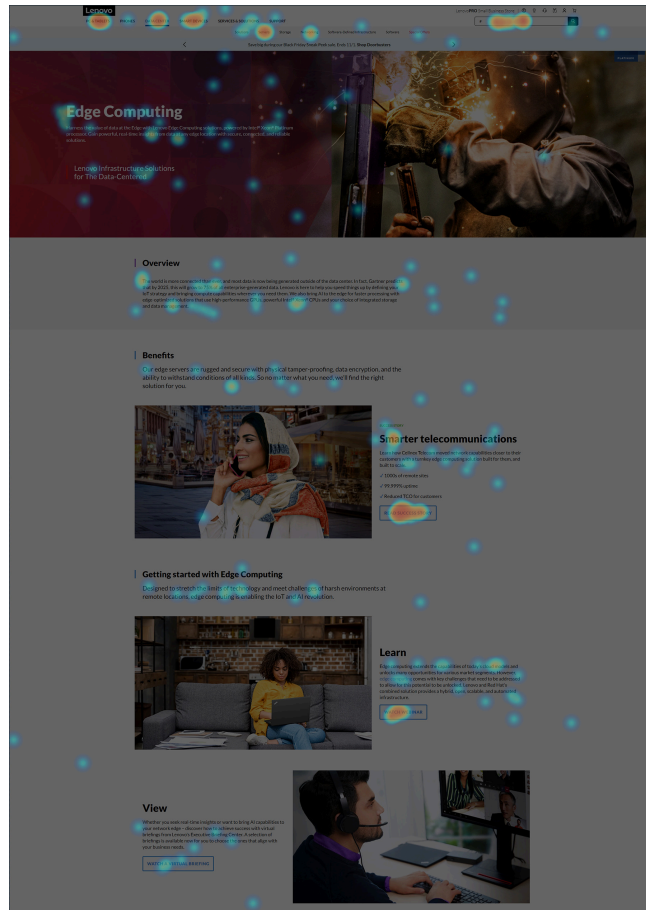
- Head POV topics related to AI
- AI and Analytics Solutions
- Pillar content that gives an overview of the AI topic
- On-page navigation that allows users to jump to different points on the page
- Sharable content/share functionality
- Branded keywords

Recommendations for Change:

- Consider separating AI and Analytics into two solutions to cut down on the topics and elements on the page.
- Order the content from most important/most related to the head topic down to least.
- Include the actual components of the solutions.
- Focus on the basics of AI, the types of AI strategies available and Lenovo's point of view on each
- Look for POV statements in the assets attached to the page. Some of the links out offer more appropriate pillar page copy than what's currently written on the page. (ex. "Getting Started with Artificial Intelligence.")
- Highlight customer case stories content on page giving users a preview before linking out.
- Create a CTA or Next Steps module for readers who want to learn more about the specific topic vs. a generic CTA that leads them away from the journey.
- Organize the content for readers. Resources should all be together.
- Included branded keywords
- Ensure proper linking on titles and images

Edge Computing

Lenovo Edge Computing – Key Metrics



Unique Visitors	2,831
Visits	3,659
Return Visitors	2,211 / 60%
Page Views	4,215
Average Time	1:39
Bounce Rate	44.87%



Heatmap data is heavily dispersed unlike other POV pages. Users are trying to click all over the page and in numerous places that are not clickable. There is low interest in virtual briefings and again in workshops.

Lenovo Edge Computing – Key Issues

The screenshot shows the Lenovo Edge Computing page with several red arrows pointing to specific areas of concern:

- Top-level navigation isn't activated.
- Missing breadcrumbs to take you back to solutions.
- This is marketing copy, not POV copy. Reference to Xeon Platinum Processor needs to be explained further down in the content below.
- Branded element lacks context. Not clear what "The Data-Centered" means.
- Missing fundamental information around what Edge Computing is and, what it delivers and what problems Edge Computing solves.
- Too generic and doesn't translate as benefit to the customer. Customers would expect that Lenovo's products are robust and secure, so try focusing on what this capability does. (Ex. Speeds up business process, personalization business process, etc.)

Top-level navigation isn't activated.

Missing breadcrumbs to take you back to solutions.

This is marketing copy, not POV copy. Reference to Xeon Platinum Processor needs to be explained further down in the content below.

Branded element lacks context. Not clear what "The Data-Centered" means.

Missing fundamental information around what Edge Computing is and, what it delivers and what problems Edge Computing solves.

Too generic and doesn't translate as benefit to the customer. Customers would expect that Lenovo's products are robust and secure, so try focusing on what this capability does. (Ex. Speeds up business process, personalization business process, etc.)

Lenovo Edge Computing – Key Issues

Insert header and intro text to tell readers what's coming. (Ex. "See our edge computing solutions in action")

Strategically, it makes more sense to move case studies further down on the page. At this point in the journey, a reader needs to see information about Lenovo's Edge Computing offerings; the social proof can be used for validation once the reader is more informed.

Consider bring a pull quote or some part of the editorial content from the stories forward on this page to give audiences a sneak peek at real customer inputs.

Bulleted content is highly effective, but in this case, readers don't have enough context to fully understand the positive outcomes in the list.

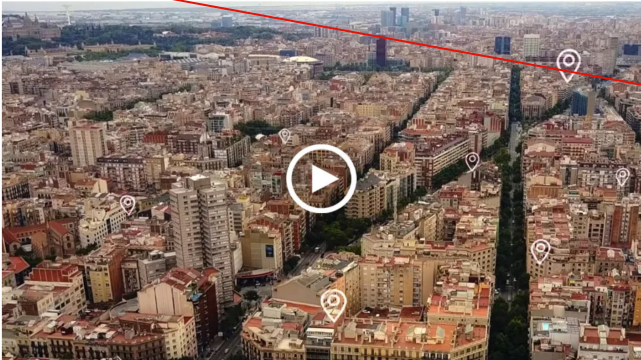
SUCCESS STORY

Old World powered by the New

Behind Barcelona's old-world facade runs one of the most technologically advanced networks that powers the city's infrastructure and its citizens' lives.

Learn how Lenovo's Edge Computing solutions, powered by Intel's 3rd Gen Intel® Xeon® Scalable processors, and in partnership with the Barcelona City Council and Cellnex, is providing the springboard for Barcelona's digital transformation.

[WATCH VIDEO](#)




SUCCESS STORY

Smarter telecommunications

Learn how Cellnex Telecom moved network capabilities closer to their customers with a turnkey edge computing solution built for them, and built to scale.

- ✓ 1000s of remote sites
- ✓ 99.999% uptime
- ✓ Reduced TCO for customers

[READ SUCCESS STORY](#)



Lenovo Edge Computing – Key Issues

Getting started with Edge Computing

Designed to stretch the limits of technology and meet challenges of harsh environments at remote locations, edge computing is enabling the IoT and AI revolution.



Learn

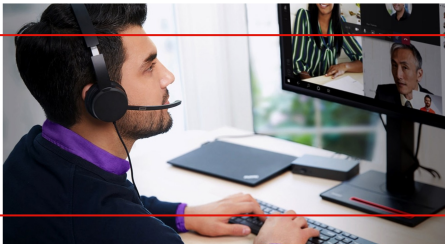
Edge computing extends the capabilities of today's cloud models and unlocks many opportunities for various market segments. However, edge computing comes with key challenges that need to be addressed to allow for this potential to be unlocked. Lenovo and Red Hat's combined solution provides a hybrid, open, scalable, and automated infrastructure.

[WATCH WEBINAR](#)

View

Whether you seek real-time insights or want to bring AI capabilities to your network edge - discover how to achieve success with virtual briefings from Lenovo's Executive Briefing Center. A selection of briefings is available now for you to choose the ones that align with your business needs.

[WATCH A VIRTUAL BRIEFING](#)



Design

Mapping the right IoT and computing strategy is essential to a smooth experience. Lenovo Services assessment workshop offers a complete discovery of your business challenges, priorities, and limiting constraints to develop a tailored strategy. Let us help you evaluate your areas for IT infrastructure improvements using the latest trends and best practices.

[EXPLORE OUR WORKSHOPS](#)

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

Images repeat on all POV pages creating a confusing experience.

Gated asset behind CTA. Form fill did not reproduce email with link to download assets or direct download.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

CTA links needs to open a new window when taking visitors to the executive learning center. The link opens to a new web page where a video asset is below the fold causing confusion.

CTA links to PDF asset. PDFs are a barrier for mobile users. Consider moving content on site for improved mobile experience and the ability to track engagement with the asset.

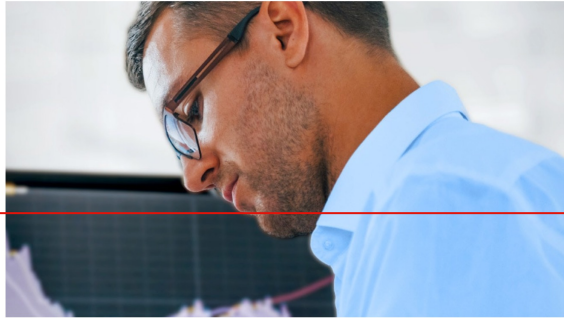
Lenovo Edge Computing – Key Issues

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.

[LEARN MORE](#)



→ The problem/solution set-up in the bullets is good, however there is no mention of Edge Computing.

→ CTA links to Storage Solutions page (note: The title of the content is “Infrastructure and Data Management”). If storage is part of the Edge Computing Solution, it needs to be categorized with the other solutions above. If this is what Lenovo considers being a “related solution”, there should be a header with context that indicates that.

→ This should say “Edge Computing Products”.

→ The styling for this product block does not match product blocks on other Solutions pages. For a consistent experience, both Edge Servers would be shown here in a product card layout.

Products



ThinkSystem SE350 Edge Server

The Lenovo ThinkSystem SE350 is the workhorse for Edge computing. Designed and built with the unique requirements of the Edge in mind, it is versatile enough to be deployed in any location and provides a variety of connectivity and security options and is easily managed with Lenovo XClarity Controller.

[LEARN MORE](#)

Lenovo Edge Computing – Key Issues

Services

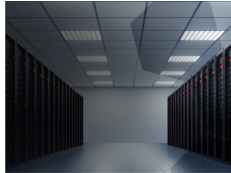
Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.

[Explore >](#)



Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.

[Explore >](#)



Support Services

Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

[Explore >](#)



TruScale Infrastructure Services

Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.

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Need more information?

Fill out this form so a Lenovo representative can contact you.

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Since page's top content is regarding Edge Computing, it could benefit users to see a menu of related services such as "Edge computing workshops and trainings."

Instead of "Lenovo representative" say "Lenovo Edge Computing Expert" to make it more relevant to users looking for help on the topic of the page.

Linking to social channels is good but adding links to share POV content from the page is better and can increase Lenovo's position in the market.

Lenovo Edge Computing – Key Recommendations

What needs work?

- Point of view is missing from the page
- Too many topics for readers to focus on
- Page organization (most important to least)
- No background or contextual information to explain topics
- Topics lack categorization
- Imagery repeating across all POV pages
- Proper linking on objects users want to click on
- Head POV topics related to Edge Computing
- Keywords

What's missing?

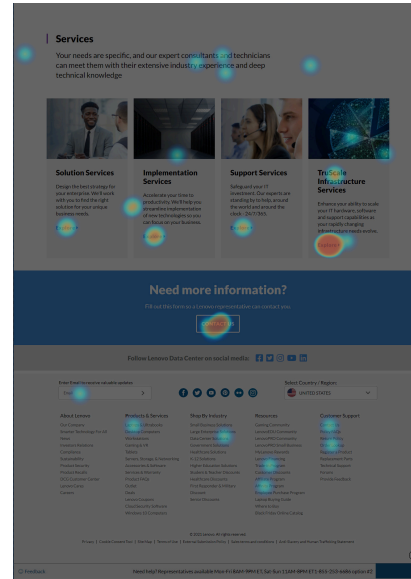
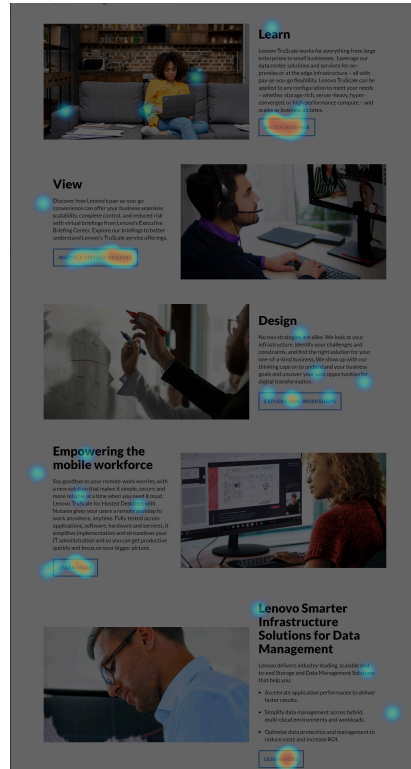
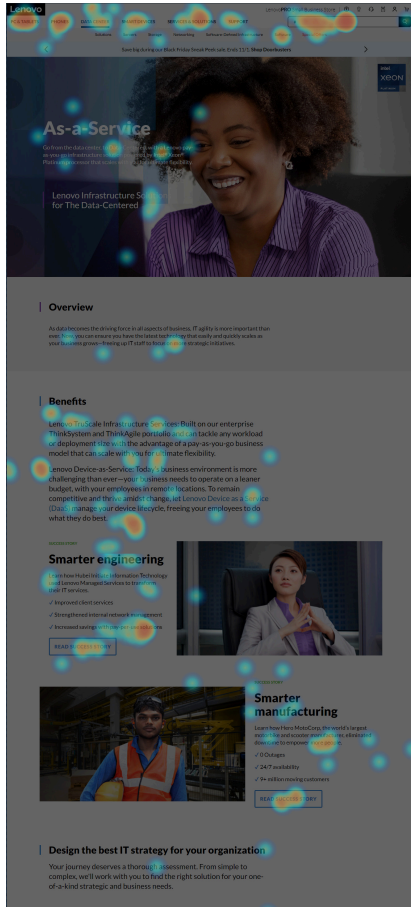
- Edge Computing solutions
- Pillar content that gives an overview of the Edge Computing topic
- On-page navigation that allows users to jump to different points on the page
- Sharable content/share functionality

Recommendations for Change:

- Focus content on the reasons for Edge Computing and and Lenovo's point of view on the capability.
- Order the content from most important/most related to the head topic down to least.
- Look for POV statements in the assets attached to the page. Some of the links out offer more appropriate pillar page copy than what's currently written on the page.
- Highlight customer case stories content on page giving users a preview before linking out.
- Create a CTA or Next Steps module for readers who want to learn more about the specific topic vs. a generic CTA that leads them away from the journey.
- Audit keywords to increase ranking
- Ensure proper linking on titles and images

As-a-Service

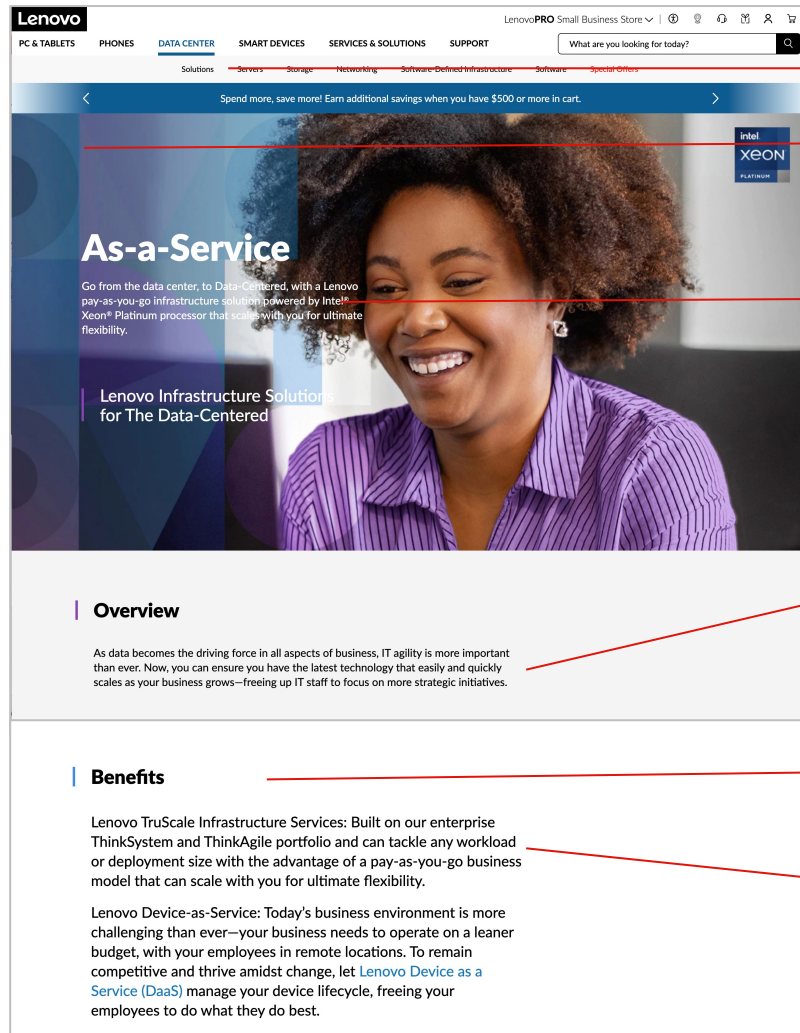
Lenovo As-a-Service – Key Metrics



Unique Visitors	2,002
Visits	2,796
Return Visitors	1,786 / 64%
Page Views	3,325
Average Time	1:33
Bounce Rate	52.39%

i Users are heavily clicking within the benefits section, however the only link in that section takes users to a part of the Lenovo site outside of the Data Center. Users are engaging with CTAs but interest wanes when it comes to exploring workshops. There is stronger interest in TruScale Infrastructure Services within the “Services” section which may warrant highlighting more relatable services within different POV pages.

Lenovo As-a-Service – Key Issues



Top-level navigation isn't activated.

Missing breadcrumbs to take you back to solutions.

This is marketing copy, not POV copy. Reference to Xeon Platinum Processor needs to be explained further down in the content below.

This is marketing copy, not POV copy. Lenovo needs an opinion on who should and why a business should pivot to the as-a-service model. (Ex. Supporting a mobile workforce, ensuring business continuity, etc.)

It appears that the Benefits content on this page is actually Lenovo's As-a-Service solutions and their corresponding descriptions. This section should highlight the typical problems businesses face and the high-level benefits Lenovo's solution provides.

Improper grammar makes the sentence hard to scan.

Solutions should be broken out into their own content block with supporting visuals and structure.

Lenovo As-a-Service – Key Issues

Smarter engineering

Learn how Hubei Initiate Information Technology used Lenovo Managed Services to transform their IT services.

- ✓ Improved client services
- ✓ Strengthened internal network management
- ✓ Increased savings with pay-per-use solutions

[READ SUCCESS STORY](#)

Smarter manufacturing

Learn how Hero MotoCorp, the world's largest motorbike and scooter manufacturer, eliminated downtime to empower more people.

- ✓ 0 Outages
- ✓ 24/7 availability
- ✓ 9+ million moving customers

[READ SUCCESS STORY](#)

Insert header and intro text to tell readers what's coming. (Ex. "See our As-a-Service solutions in action")

Consider bring a pull quote or some part of the editorial content from the stories forward on this page to give audiences a sneak peek at real customer inputs.

Supporting copy fails to mention As-a-Service or the two solutions Lenovo provides. The description needs to relate back to the head topic on the page.

Navigation is completely stripped from the page this links to. This can leave users disoriented and frustrated.

Supporting copy fails to mention As-a-Service or the two solutions Lenovo provides. The description needs to relate back to the head topic on the page.

Strategically, it makes more sense to move case studies further down on the page. At this point in the journey, a reader needs to see information about Lenovo's AI offerings; the social proof can be used for validation once the reader is more informed.

Navigation is completely stripped from the page this links to. This can leave users disoriented and frustrated.

Lenovo As-a-Service – Key Issues

Design the best IT strategy for your organization

Your journey deserves a thorough assessment. From simple to complex, we'll work with you to find the right solution for your one-of-a-kind strategic and business needs.



Learn

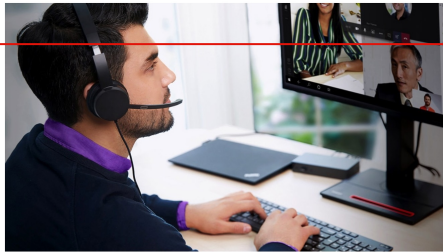
Lenovo TruScale works for everything from large enterprises to small businesses. Leverage our data center solutions and services for on-premise or at the edge infrastructure – all with pay-as-you-go flexibility. Lenovo TruScale can be applied to any configuration to meet your needs – whether storage-rich, server-heavy, hyper-converged, or high-performance compute – and scales as business dictates.

[WATCH WEBINAR](#)

View

Discover how Lenovo's pay-as-you-go convenience can offer your business seamless scalability, complete control, and reduced risk with virtual briefings from Lenovo's Executive Briefing Center. Explore our briefings to better understand Lenovo's TruScale service offerings.

[WATCH A VIRTUAL BRIEFING](#)



Design

No two strategies are alike. We look at your infrastructure, identify your challenges and constraints, and find the right solution for your one-of-a-kind business. We show up with our thinking caps on to understand your business goals and uncover your best opportunities for digital transformation.

[EXPLORE OUR WORKSHOPS](#)

Header text and body copy should relate to As-a-Service.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

Images repeat on all POV pages which can disorient users.

Header doesn't connect to content asset. Header should summarize what the intro text beneath it says.

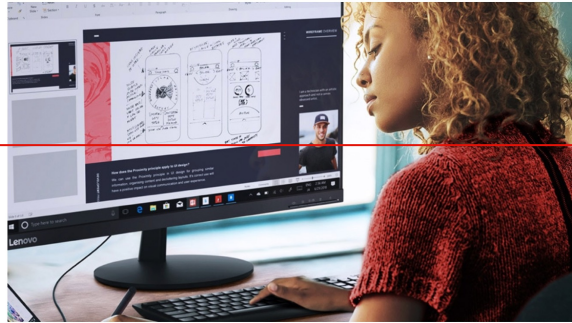
CTA links to PDF asset. PDFs are a barrier for mobile users. Consider moving content on site for improved mobile experience and the ability to track engagement with the asset.

Lenovo As-a-Service – Key Issues

Empowering the mobile workforce

Say goodbye to your remote-work worries, with a new solution that makes it simple, secure and more reliable at a time when you need it most. Lenovo TruScale for Hosted Desktops with Nutanix gives your users a remote desktop to work anywhere, anytime. Fully tested across applications, software, hardware and services, it simplifies implementation and streamlines your IT administration and so you can get productive quickly and focus on your bigger picture.

[LEARN MORE](#)



This section appears to be additional solutions. All solutions should be styled consistently and group in the same part of the page.

Content should mention As-a-Service.

CTA links to Client Virtualization Solution. If storage is part of the Service-as-a-Software solution, it needs to be categorized with the other solutions above. If this is what Lenovo considers being a “related solution”, there should be a header with context that indicates that.

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.

[LEARN MORE](#)


The problem/solution set-up in the bullets is good, however there is no content about how this solution helps a customer with their AI journey.

CTA links to Storage Solutions page (note: The title of the content is “Infrastructure and Data Management”) If storage is part of the AI and Analytics solution, it needs to be categorized with the other solutions above. If this is what Lenovo considers being a “related solution”, there should be a header with context that indicates that.

Lenovo As-a-Service – Key Issues

Services

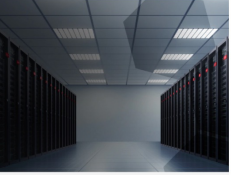
Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge



Solution Services

Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.


[Explore >](#)



Implementation Services

Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.


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Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.

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Since page's top content is regarding As-a-Service, it could benefit users to see a menu of related services such as "As-a-Service workshops and trainings."

Instead of "Lenovo representative" say "Lenovo As-a-Service Expert" to make it more relevant to users looking for help on the topic of the page.

Linking to social channels is good but adding links to share POV content from the page is better and can increase Lenovo's position in the market.

Lenovo As-a-Service – Key Recommendations

What needs work?

- Point of view is missing from the page
- Too many topics for readers to focus on
- Page organization (most important to least)
- No background or contextual information to explain topics
- Topics lack categorization
- Imagery repeating across all POV pages
- Proper linking on objects users want to click on
- Head POV topics related to As-a-Service are there, but not presented well
- Non-branded keywords

What's missing?

- AI and Analytics Solutions
- Pillar content that gives an overview of the As-a-Service topic
- On-page navigation that allows users to jump to different points on the page
- Sharable content/share functionality
- Branded keywords

Recommendations for Change:

- Create a benefits section with real benefits framed around solving typical business challenges.
- Organize the solutions that belong on the page and style them consistently.
- Highlight customer case stories content on page giving users a preview before linking out.
- Create a CTA or Next Steps module for readers who want to learn more about the specific topic vs. a generic CTA that leads them away from the journey.
- Organize the content for readers. Resources should all be together.
- Include branded keywords.
- Ensure proper linking on titles and images.
- Update non-branded keywords.

Data Center: Customer Story Pages

Customer Story Pages – Key Metrics

Basic Traffic Visits

1. Cellnex <i>(refer url)</i>	20.8%
2. Miami Jewish Health	18.6%
3. Miami Jewish Health <i>(refer url)</i>	18.1%
4. Hero MotoCorp	9.1%
5. Cellnex	4.5%
6. Unspecified	4.2%
7. NC State	3.9%
8. Beam Suntory	3.4%
9. T-Systems	3.0%
10. Aportes en Línea	2.0%

Inbound Drivers

1. Direct	67.3%
2. Paid Social	12.1%
3. SEO	9.9%
4. Display	4.6%
5. SEM	4.2%
6. Lenovo Social	1.0%
7. Email	0.9%
8. Affiliate	0.7%
9. Apps	0.4%
10. CSE	0.2%

i

The Miami Jewish Health customer story is one of the most trafficked stories, yet it is not linked on any of the POV pages or part of the requested audit.

The Hubei customer story does not appear at all within the top 10.

Customer Story Pages – Key Metrics

Entry Pages

1. Miami Jewish Health	16.4%
2. Cellnex	14.4%
3. Data Center	11.0%
4. Cellnex US	10.6%
5. Miami Jewish Health US	9.1%
6. Home	5.4%
7. MotoCorp	4.9%
8. NC State	4.5%
9. T-Systems	3.5%
10. Beam Suntory	2.1%

Top Interactions

1. Consult with us	31.3%
2. T-Systems - Contact us	14.3%
3. Aportes - Explore Cloud Computing solutions	12.5%
4. T-Systems - Explore Cloud Computing solutions	11.6%
5. Hubei - Explore as a service Solution	9.8%
6. Aportes - Contact us	5.4%
7. Aportes - Share button - Email	5.4%
8. T-Systems - Share button - LinkedIn	3.6%
9. Aportes - Share button - Twitter	1.8%
10. T-Systems - Share button - Email	1.8%



A high number of users are entering in on the Miami Jewish Health page but this page is not linked to any POV page.

Share links are some of the top interactions but can be easily missed in their hidden state.

Cloud Computing is a top hit with users wanting to explore after reading related customer stories.

Customer Story Pages – Information Architecture Score

Information Access

Findability

	NC State	T Systems	Aportes-en-linea	Hero-motocorp	Cellnex	Hubei Initiate
Names of categories are understandable	3	4	3	3	4	3
Category names accurately convey content	3	4	3	3	4	3
Content categorized in a user-centered manner	4	4	4	4	4	4
Content titles are distinguishable from one another	4	4	4	4	4	4
Navigation components are present	2	2	2	2	2	2
Information is difficult to find because the structure is too broad or too deep	4	4	4	4	4	4
Number of clicks from the homepage	2 (3-4 clicks)	2 (3-4 clicks)	2 (3-4 clicks)	2 (3-4 clicks)	2 (3-4 clicks)	3 (2 clicks)

Searchability

Search technology is available	1	1	1	1	1	1
SEO keywords are mapped to pages	2	2	2	2	2	2
Page available from search in Google and goes directly to the destination	4	5	5	5	5	5

Information Organization

Title tags are correct	1	2	1	2	2	2
Meta descriptions are optimized	1	2	1	1	2	1
Score (out of 60)	31 / E	36 / D	32 / E	33 / E	36 / D	34 / E

Customer Story Pages – Quality of Content Score

		NC State	T Systems	Aportes-en-linea	Hero-motocorp	Cellnex	Hubei Initiate
Content Organization	Content heading structure is consistent and parallel	4	4	4	4	4	4
	Content is easy to scan (no walls of text)	4	3	3	3	3	4
	Content flows from the most important, to the least important	n/a	n/a	n/a	n/a	n/a	n/a
	Page elements, such as images, videos, and links are used appropriately and consistently	3	3	3	3	3	3
Plain Language, Grammar and Punctuation	Content contains no jargon	4	2	3	2	2	4
	Content uses active voice	4	4	4	4	4	4
	Content follows web writing best practices	4	3	3	3	3	3
	Content avoids nominalizations, redundancies, cliches, and long sentences	3	3	3	3	3	3
Content Focus, Efficiency, Effectiveness and Context	Content is focused on one topic and purpose per page	5	5	5	5	5	5
	Content conveys information succinctly. No info dumps	4	3	4	3	3	4
	Content is easy to understand	4	3	3	3	3	4
	User has sufficient context to understand the page if the page can be landed on via natural search or browsing. The user does not need to have visited previous pages to understand the current one	4	3	3	3	3	3
Voice and Tone	Content meets brand guidelines	5	3	3	3	3	4
	Tone is appropriate for the audience, purpose, and channel	5	4	4	4	4	5
Calls to Action or Next Steps	Content contains clear calls to action or next steps	4	4	4	4	4	4
	User knows what to do next	3	3	3	3	3	3

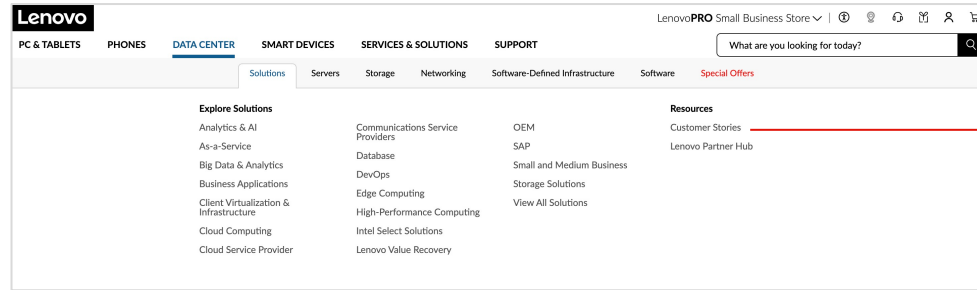
Customer Story Pages – Quality of Content Score

		NC State	T Systems	Aportes-en-linea	Hero-motocorp	Cellnex	Hubei Initiate
Information Design and Writing Standards are Professional and Effective	Content has no spelling or grammatical errors	4	3	3	3	4	4
	Content is easy to read and understand	4	3	3	4	3	4
	Titles, headings, and text are consistent and effective	4	4	4	4	4	4
	Content is supported graphically	4	4	4	4	4	3
Appropriate Level of Substance and Context	Content is useful and substantial	4	4	4	4	4	4
	Content provides enough background info	3	3	3	3	3	3
Content is Effectively Focused on the Audience	Content speaks directly to the audience	4	4	4	4	4	4
	Content is focused on user needs	3	3	3	3	3	3
	Content meets the needs or answers the question posed by the scenario	3	3	2	2	3	3
Content is Well Organized	Navigation path to scenario content is easy to find and follow	2	2	2	2	2	2
	Pages are organized logically and reflect user task flow	4	4	4	4	4	4
	Page content, paragraph, and sentence hierarchy is apparent	4	3	3	3	4	4
Content is Relevant	Content is relevant to the audience	4	4	4	4	4	4
	There are no gaps in the content	4	4	4	4	4	4
Content Quality	Key messages are clear	3	3	3	3	3	3
	Keywords are appropriate and useful	2	2	2	2	2	2
	Goal of the page is clear	4	4	4	4	4	4
	All appropriate knowledge levels are served	3	4	3	3	4	3
Score (out of 165)		123 / C	111 / D	111 / D	110 / D	113 / D	119 / C

Customer Story Pages – Branded Content Score

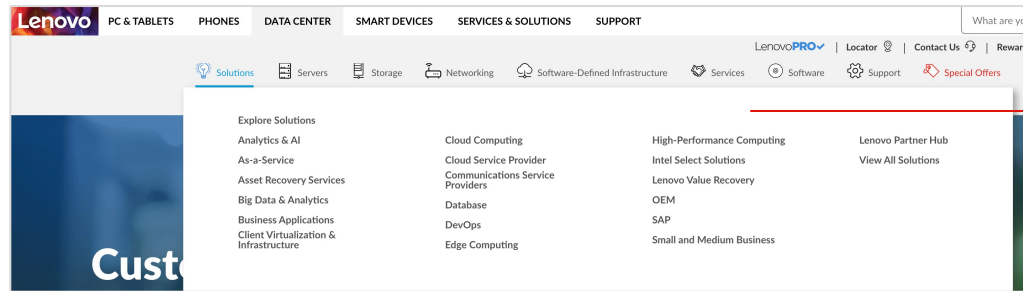
	NC State	T Systems	Aportes-en-linea	Hero-motocorp	Cellnex	Hubei Initiate
Brand positioning clear in the content	2	2	2	2	2	2
Content expresses a clear point of view	2	2	2	2	2	2
Brand personality comes across in content	1	1	1	1	1	1
Content champions ideas linked to brand values	1	1	1	1	1	1
Content and stories are unique to Lenovo	3	3	3	3	3	3
Content and stories stand out among the competition	2	2	2	2	2	2
Content demonstrates Lenovo's expertise	2	2	2	2	2	2
Branded content is accessible from multiple places on the site	2	2	2	2	2	2
Readers can easily share branded content	4	4	4	4	4	4
Score (out of 45)	19 / F					

Customer Story Pages – Where should they live?

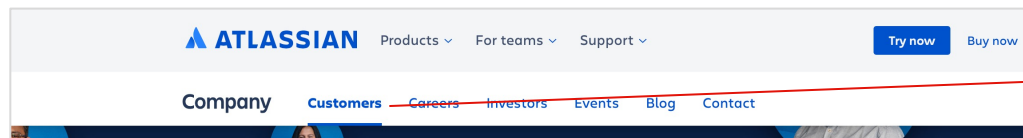


The Lenovo model:

Customer stories are currently available from the ISG Solutions tab, under the Resources label. When you get to the Customer Stories landing page however, the stories are not organized or filtered by the solutions or any other criteria, making it hard for readers to understand which stories are relevant to their own business needs.



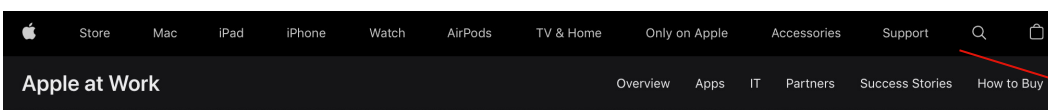
Once you click Customer Stories from the main navigation above, the nav changes and both Resources and Customer Stories disappear completely.



Ex 1: Atlassian

Promote Customer Stories in the navigation:

Customer success stories can be some of the most valuable content for showcasing knowledge, thought-leadership and the top-tier companies Lenovo works with.



Ex 2: Apple

Consider elevating Customer Stories to the Main ISG navigation level like the Atlassian and Apple Business sites.

Customer Story Pages – What are they for?

Customer stories help reassure users that Lenovo is a good fit for their business and use case. If they're evaluating a few solutions in the space, seeing specific use cases helps them visualize the solution for their business. They also give prospects a leg to stand on when pitching the idea to other stakeholders. Lastly, learning how others have solved problems with Lenovo gives them a framework on how to approach getting started.

What are the goals of a customer story?

- **Customer stories are used to inspire and educate people by sharing a unique journey.** Video, photo series, or a blog, these stories showcase all the passion, challenges, and successes customers go through to achieve their goals and showcase how a specific product/solution is used in a real-life setting.
- **Customer stories showcase expertise.** Anytime you can highlight someone who was excited about the work you provided them the stronger trust folks will have to hire you.
- **Customer stories shorten the sales process.** Customer testimonials and stories provide tremendous credibility by demonstrating that you can do what you say you can.
- **Customer stories show a company's values and foster trust.** Customer stories are beneficial to any company because they illustrate a willingness to stray away from product-pitching in order to take a pause and tell a story.

What are the elements of effective customer stories?

- Fast facts about company industry, headquarters, company size
- How Lenovo's solution fit the customer's mission
- What about the company's background attracted them to Lenovo
- How is the Lenovo product or solution used
- List of products and solutions used
- Any standout features or integrations
- Visuals that bring the story to life
- Featured quotes from interviewees
- Bottom line "needs of", "purpose for" and "benefits to" the customer
- Demonstrated ROI for the customer
- A call-to-action to help readers take the next step

Customer Stories Pages – What do they look like? Mailchimp, Best-in-class

<https://mailchimp.com/resources/good-dye-young-increased-monthly-ecommerce-revenue/>

The screenshot shows a customer story page on the Mailchimp website. At the top, there is a navigation bar with links for Products, Resources, Inspiration, and Pricing, along with the Mailchimp logo, a search icon, and buttons for Log In and Sign Up Free. The main content area has a light purple background. The headline reads: "How Good Dye Young Increased Their Monthly E-commerce Revenue by 305%". Below the headline is a sub-head: "The hair dye company uses segments and Mailchimp's WooCommerce integration to boost relevance and drive sales." A large hero image shows two people, a woman with pink hair and a man with rainbow hair, holding several boxes of Good Dye Young hair dye. Below the hero image is a "Snapshot:" block containing the company logo and the following details: Industry: Beauty & Personal Care, Location: Nashville, TN, Company size: 10-15 people, and Year founded: 2016. There are small "Feedback" labels on the right side of the page.

Headline includes the customer's brand name, their specific business goal and the result.

Sub-head indicates the customer's industry and the specific Mailchimp solutions used to achieve the results.

Original photography showcases the customer's brand and personality, the products and the actual people from the company who were interviewed for the customer story.

A fast facts block directly below the hero image makes it easy for readers to gain basic background material on the customer before the narrative starts.

Customer Stories Pages – What do they look like? Mailchimp, Best-in-class

<https://mailchimp.com/resources/good-dye-young-increased-monthly-ecommerce-revenue/>

Founded in 2016 by musician Hayley Williams and her best friend (and longtime stylist) Brian O'Connor, **Good Dye Young** is a Nashville, TN-based fashion hair dye company specializing in vegan, cruelty-free hair products. Through their products, they aim to build an all-inclusive community centered around creativity and self-expression.

Right from the start, Good Dye Young's vibrant, semi-permanent hair coloring was a hit with folks in the pop-punk music scene—particularly fans of Hayley's band, Paramore. Fueled by that success, it wasn't long before the company decided it was time to expand its offerings and branch out to new audiences.

In recent years, they've expanded their lineup to include hair care and hair makeup products, and they've updated their branding to look more high-end. Through it all, they've stayed true to their roots. "We want to look like an elevated and reputable brand," says Jackie Myers, Marketing Manager at Good Dye Young, "but we're still a fun, quirky company that's selling neon orange hair."

The new products and branding helped Good Dye Young increase sales and reach new audiences, but to maintain that growth, Jackie and the team knew they needed to rethink how they communicated with their customers.

The challenge: Send more targeted, relevant messages to their customers

Email has always been an important part of Good Dye Young's marketing strategy, but prior to Jackie joining the team, they primarily used it to tell customers about sales and other types of promotions. As the company grew, it became clear that their strategy needed to evolve, too.

"I saw it as an opportunity," Jackie says, "because I know email is a really high revenue driver."

Using email to advertise promotions was a great first step. Still, Jackie and Good Dye Young felt they needed to update their strategy and explore other ways to keep the conversation going with customers. They wanted to do a better job of creating targeted, relevant messages that reflected the brand's fun personality. And since Good Dye Young already used Mailchimp and WooCommerce, the data they needed to help take their marketing to the next level was only a few clicks away.



A short origin story

First-person quotes instill readers with confidence that the purchase they're thinking of making is the right decision.

More original imagery brings the story to life.

Customer Stories Pages – What do they look like? Mailchimp, Best-in-class

<https://mailchimp.com/resources/good-dye-young-increased-monthly-ecommerce-revenue/>

The tools: Email, segmentation, and WooCommerce

When Jackie first took over the email program at Good Dye Young, they saw solid results—for a while, at least. “We doubled our subscribers and our open rates were pretty steady,” she says. “Then, as the cadences picked up, the open rates started to drop because people weren’t used to getting emails 2-3 times a week.” So she turned to Mailchimp’s **educational resources** to find answers. She learned all about segmentation, tags, and how those tools could help her target customers in a smarter, more effective way.

Since Good Dye Young has **connected their WooCommerce store to Mailchimp**, they can easily sync customers, order information, and more, then use all of that data to personalize their marketing. When someone buys something from the Good Dye Young store, that customer—along with their purchase details—gets added to Mailchimp automatically. Then, Jackie can create segments based on purchase activity or use our **predictive analytics tools** to target customers who are likely to buy from Good Dye Young again. She can even send out exclusive coupon codes to specific segments to thank shoppers for their loyalty or reengage folks who haven’t purchased in a while.

“That seamless integration is really, really helpful. It’s nice to know that Mailchimp has our back and we’re not losing any essential customer information,” Jackie says. “And it makes our life easier because we don’t have to do anything manually.”

Adding segmentation to their email marketing strategy has been a game-changer for Good Dye Young because it’s allowed them to connect with their customers in a more meaningful way.

“We’re diving into segmentation so that people don’t get email marketing fatigue. “Our emails are more fun, and we’re communicating with our customers beyond just sales. We’re doing actual cadences and campaigns.”

The result: Above-average engagement (and more revenue, too)

20%	2.2%	\$557	305%
average open rate	average click rate	average revenue per campaign	increase in monthly e-commerce revenue

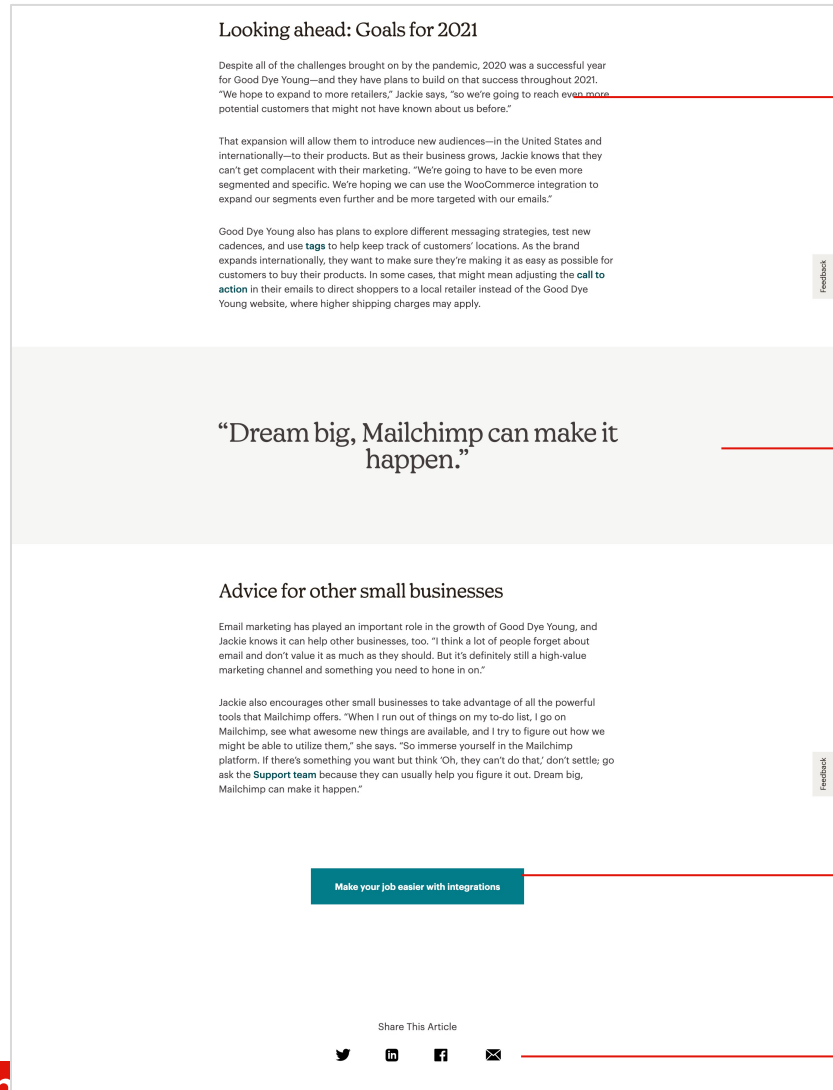
The conclusion to the customer story lays out the Mailchimp products and solutions that were used by the customer and how they were implemented.

Notice that further down the page Mailchimp starts hyperlinking to clustered pages. By strategically embedding links in the text vs. creating marketing portals to the additional pages, readers is less likely to lose focus. The hyperlinks are a pause in the experience, but don’t distract from the narrative, giving the user the option to dig deeper or continue on their current journey.

Showcasing real customer results at the end of your story creates a stronger case study. Using clear, direct numbers that tie back to the pain points expressed on the story makes the customer story more authentic and helps build trust in your brand.

Customer Stories Pages – What do they look like? Mailchimp, Best-in-class

<https://mailchimp.com/resources/good-dye-young-increased-monthly-ecommerce-revenue/>



Mailchimp doesn’t just stop at the results. It concludes its customer stories by asking interviewees to talk about what’s next for their business and how Mailchimp’s solutions will continue to provide them long-term benefits in the future.

Mailchimp also knows that new customers can learn a lot from listening to their current customers and leverages the heroes in its stories to share relevant advice (and not just advice related to Mailchimp) to readers on a quest to learn.

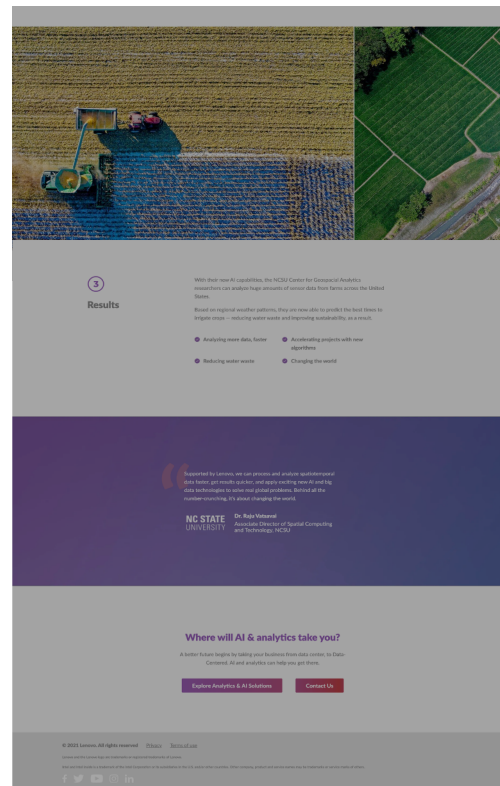
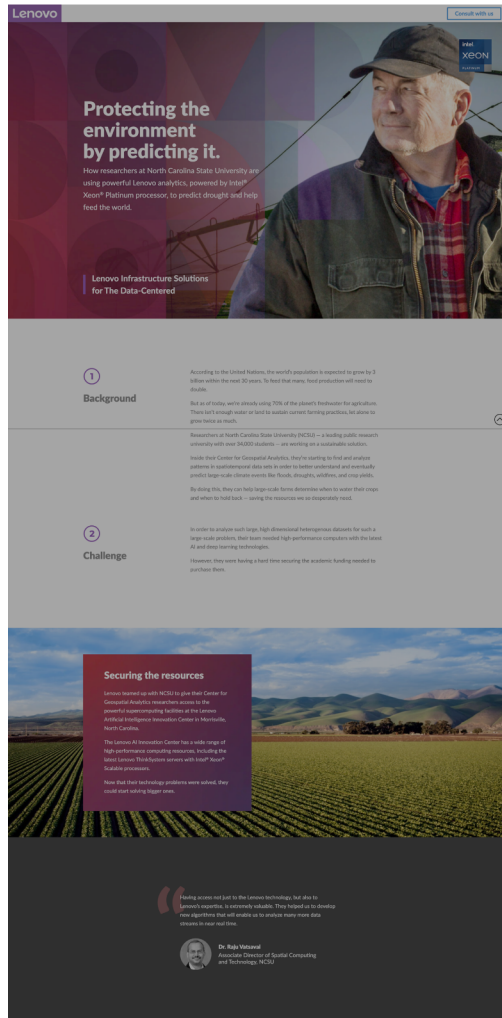
First-person quotes are used throughout the narrative. Visually short quotes are highlighted with a unique pull-quote style for extra visual flair on the page.

Mailchimp includes a custom call-to-action directly related to the content of the customer story. Instead of something generic like “learn more” or “buy now”, the specific CTA helps users understand what’s coming next and encourages them to stay engaged on the site.

Appropriate share icons allow viewers to save and share the customer story.

NC State Customer Story

NC State Customer Story – Key Metrics



Unique Visitors 490

Visits 631

Return Visitors 366 / 58%

Page Views 735

Average Time 1:40

Bounce Rate 56.01%



Page ranks #7 in basic traffic. Of the referring links paid social has the highest bounce rate at 80% which ultimately does increase the overall average.

NC State Customer Story – Key Issues

Lenovo

Protecting the environment by predicting it.

How researchers at North Carolina State University are using powerful Lenovo analytics, powered by Intel® Xeon® Platinum processor, to predict drought and help feed the world.

Lenovo Infrastructure Solutions for The Data-Centered

1 **Background**

According to the United Nations, the world's population is expected to grow by 2 billion within the next 30 years. To feed that many, food production will need to double.

But as of today, we're already using 70% of the planet's freshwater for agriculture. There isn't enough water or land to sustain current farming practices, let alone to grow twice as much.

Researchers at North Carolina State University (NCSU) – a leading public research university with over 34,000 students – are working on a sustainable solution.

Inside their Center for Geospatial Analytics, they're starting to find and analyze patterns in spatiotemporal data sets in order to better understand and eventually predict large-scale climate events like floods, droughts, wildfires, and crop yields.

By doing this, they can help large-scale farms determine when to water their crops and when to hold back – saving the resources we so desperately need.

2 **Challenge**

In order to analyze such large, high dimensional heterogeneous datasets for such a large-scale problem, their team needed high-performance computers with the latest AI and deep learning technologies.

However, they were having a hard time securing the academic funding needed to purchase them.

Lack of navigation leaves readers wondering how they got there and how to get back.

Image should connect to interviewee vs. being generic stock. It would be more authentic to show quoted people from the story in real scenes of working, collaboration, in the field, etc.

Including Lenovo solutions used in the sub text is good, but make sure the solutions named in the copy match the labels of those solutions elsewhere on the site. (Example: “analytics” should be “analytics & ai” or “analytics and big data”)

Branded element lacks context. Not clear what "The Data-Centered" means.

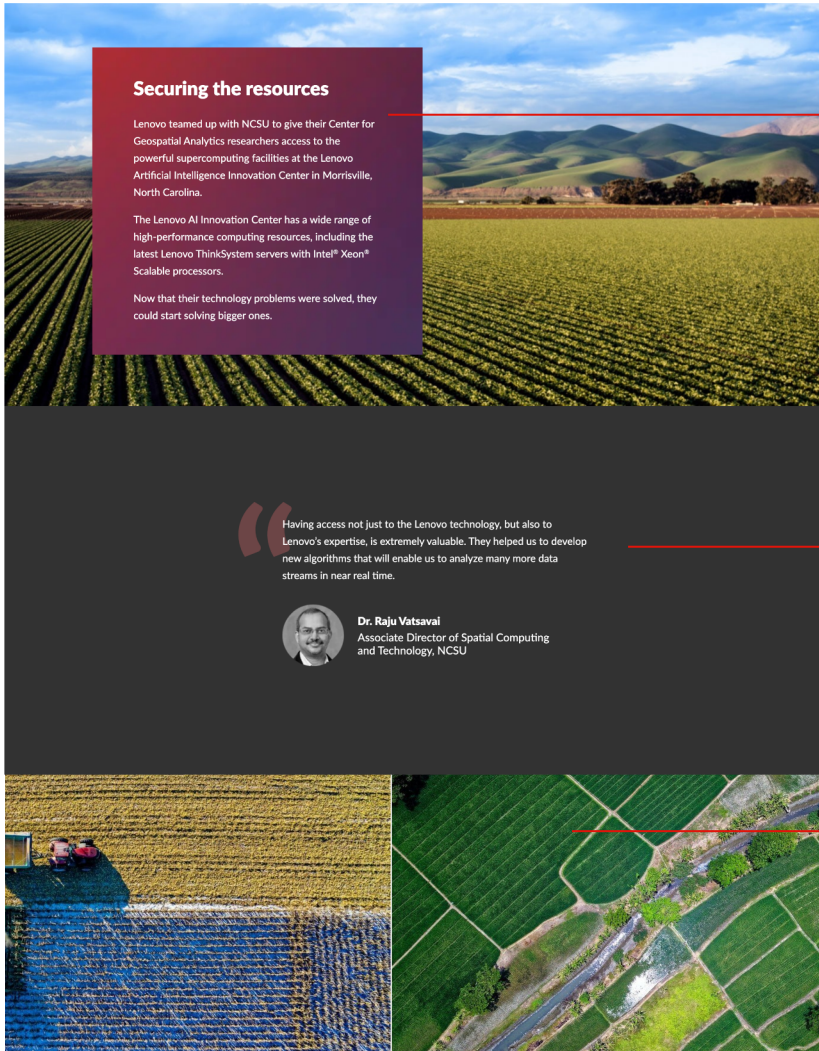
Content sections are numbered, strategically guiding users through the page.

Appropriate download and share icons are persistent on the page but adding a “Share” label would help with the hidden aspect.

Generally, Lenovo uses active voice whenever possible in customer stories, which is good. Lenovo narratives could be improved, however, by focusing on one or two real customer personalities, vs. referring to the customer generically such as “researchers at NC State.”

Not enough context provided about the challenge. Takeaway...They just needed money?

NC State Customer Story – Key Issues



Securing the resources

Lenovo teamed up with NCSU to give their Center for Geospatial Analytics researchers access to the powerful supercomputing facilities at the Lenovo Artificial Intelligence Innovation Center in Morrisville, North Carolina.

The Lenovo AI Innovation Center has a wide range of high-performance computing resources, including the latest Lenovo ThinkSystem servers with Intel® Xeon® Scalable processors.

Now that their technology problems were solved, they could start solving bigger ones.

Having access not just to the Lenovo technology, but also to Lenovo's expertise, is extremely valuable. They helped us to develop new algorithms that will enable us to analyze many more data streams in near real time.



Dr. Raju Vatsavai
Associate Director of Spatial Computing and Technology, NCSU

Not enough context about the impact. This is where Lenovo should show its expertise, where readers get an inside, personal view of how Lenovo solved the customer's problem. If the problem was solved by bringing the customer into the Lenovo AI Innovation Center, we should read about the how the researchers reacted to the space, how they felt there, what they did and learned there. Logical visuals to help tell the story should include interactions with the customer inside the AI Innovation center.

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Intriguing visuals are good but going too generic in the imagery doesn't help support the narrative on the page.

Use images of your actual customer to build instant trust with your audience.

NC State Customer Story – Key Issues

The screenshot shows a customer story page for NC State. It features a numbered section '3 Results' with a paragraph of text and a bulleted list of four outcomes. Below this is a quote from Dr. Raju Vatsaval, Associate Director of Spatial Computing and Technology, NCSU, supported by Lenovo. At the bottom, there is a section titled 'Where will AI & analytics take you?' with a sub-headline and two call-to-action buttons: 'Explore Analytics & AI Solutions' and 'Contact Us'. The footer contains copyright information and social media icons.

Content sections are numbered, strategically guiding users through the page.

The outcome could use a little more context for the reader and touch on the customer's next steps with Lenovo. Bulleted results list is good but could be stronger with the addition of real numbers and real data. (Example: New algorithms helped NC State accelerate programs 50% faster)

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Lenovo does a good job here with a specific CTA pushing the reader to the next logical step in the journey.

Try to avoid double CTAs, but if you need two be sure to make them specific, not generic, with the primary CTA styled differently from the secondary CTA. (Example: Talk to a Lenovo AI & Analytics Expert)

NC State Customer Story – Key Recommendations

What needs work?

The story – it lacks the necessary details and context readers are looking for and doesn't focus on an individual or individuals that readers can connect to.

The layout – It's a long page for very little content. Text could get bigger, pull quotes can be larger, multiple generic images can be cut.

Keywords - The POV customer stories should include long tail keywords more focused on Brand and blog like content i.e. "Lenovo Customer Success Stories".

What's missing?

The navigation – Where am I? How did I get here? How can I find more like this? The typical navigation cues are missing.

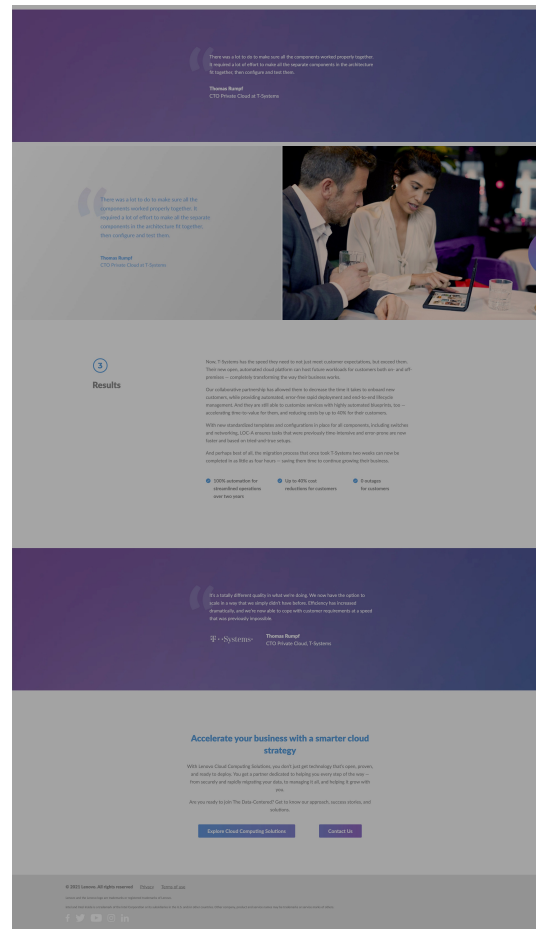
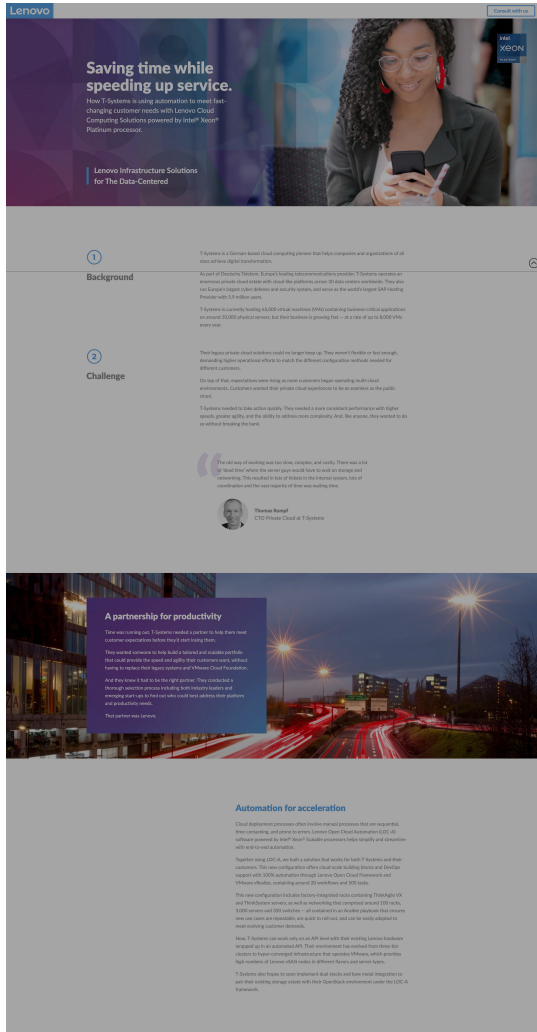
The personality/authenticity – First person quotes are lacking in the narrative. Real people, real roles are disconnected from the narrative. Real, original images that make people feel something about the story are missing from the page.

Recommendations for Change:

- Apply site navigation to the page.
- Leverage the principles of good journalism, and reveal **why** it worked, **how** NC State implemented the solution, **when** they saw results, and **why** they were pleased.
- Feature first-person quotes from the client in the beginning, middle and end.
- Make the products and solutions used in the story stand out more to the reader.
- Create a table of contents or jump navigation to make the long page easier to navigate.
- Create a style guide for customer stories including formula, voice and tone guidelines and instructions for shooting or obtaining original photography/video to support the story.
- Audit and update keywords.

T-Systems Customer Story

T Systems Customer Story – Key Metrics



Unique Visitors	369
Visits	571
Return Visitors	314 / 55%
Page Views	644
Average Time	1:43
Bounce Rate	64.02%

i Page ranks #9 in basic traffic. Of the referring links paid social has the highest bounce rate at 82% which ultimately does increase the overall average.

T-Systems Customer Story – Key Issues

Lenovo

Consult with us

Saving time while speeding up service.

How T-Systems is using automation to meet fast-changing customer needs with Lenovo Cloud Computing Solutions powered by Intel® Xeon® Platinum processor.

Lenovo Infrastructure Solutions for The Data-Centered

1 **Background**

T-Systems is a German-based cloud computing pioneer that helps companies and organizations of all sizes achieve digital transformation.

As part of Deutsche Telekom, Europe's leading telecommunications provider, T-Systems operates an enormous private cloud estate with cloud-like platforms across 30 data centers worldwide. They also run Europe's largest cyber defense and security system, and serve as the world's largest SAP Hosting Provider with 5.9 million users.

T-Systems is currently hosting 65,000 virtual machines (VMs) containing business-critical applications on around 10,000 physical servers, but their business is growing fast – at a rate of up to 8,000 VMs every year.

2 **Challenge**

Their legacy private cloud solutions could no longer keep up. They weren't flexible or fast enough, demanding higher operational efforts to match the different configuration methods needed for different customers.

On top of that, expectations were rising as more customers began operating multi-cloud environments. Customers wanted their private cloud experiences to be as seamless as the public cloud.

T-Systems needed to take action quickly. They needed a more consistent performance with higher speeds, greater agility, and the ability to address more complexity. And, like anyone, they wanted to do so without breaking the bank.

Share icon

Download icon

Lack of navigation leaves readers wondering how they got there and how to get back.

Image should connect to interviewee vs. being generic stock. It would be more authentic to show quoted people from the story.

Branded element lacks context. Not clear what "The Data-Centered" means.

Content sections are numbered, strategically guiding users through the page.

Appropriate download and share icons are persistent on the page but adding a "Share" label would help with the hidden aspect.

Good explanation of the problems focusing on customer needs (consistent performance, higher speed and agility, more complex at low price), but lacks specificity and context of the differences between private cloud vs. public cloud.

T-Systems Customer Story – Key Issues

The old way of working was too slow, complex, and costly. There was a lot of 'dead time' where the server guys would have to wait on storage and networking. This resulted in lots of tickets in the internal system, lots of coordination and the vast majority of time was waiting time.

Thomas Rumpf
CTO Private Cloud at T-Systems

A partnership for productivity

Time was running out. T-Systems needed a partner to help them meet customer expectations before they'd start losing them.

They wanted someone to help build a tailored and scalable portfolio that could provide the speed and agility their customers want, without having to replace their legacy systems and VMware Cloud Foundation.

And they knew it had to be the right partner. They conducted a thorough selection process including both industry leaders and emerging start-ups to find out who could best address their platform and productivity needs.

That partner was Lenovo.

The screenshot shows a customer story page with a quote at the top, a profile picture and name below it, and a main content area with a blue background and white text. A red arrow points from the quote to a critique on the right. Another red arrow points from a generic city night image to a critique on the right. A third red arrow points from the main text area to a critique on the right.

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Stock imagery is too generic.

Opportunity here for Lenovo to further demonstrate their proficiency in the field and why they were chosen. Phrases like “scalable portfolio”, “speed and agility” and “address their platform and productivity needs” are redundant and don’t give enough information about how Lenovo is different from the competition.

T-Systems Customer Story – Key Issues

Automation for acceleration

Cloud deployment processes often involve manual processes that are sequential, time-consuming, and prone to errors. Lenovo Open Cloud Automation (LOC-A) software powered by Intel® Xeon® Scalable processors helps simplify and streamline with end-to-end automation.

Together using LOC-A, we built a solution that works for both T-Systems and their customers. This new configuration offers cloud-scale building blocks and DevOps support with 100% automation through Lenovo Open Cloud Framework and VMware vRealize, containing around 20 workflows and 500 tasks.

This new configuration includes factory-integrated racks containing ThinkAgile VX and ThinkSystem servers, as well as networking that comprised around 100 racks, 3,000 servers and 350 switches – all contained in an Ansible playbook that ensures new use cases are repeatable, are quick to roll-out, and can be easily adapted to meet evolving customer demands.

Now, T-Systems can work only on an API level with their existing Lenovo hardware wrapped up in an automated API. Their environment has evolved from three-tier clusters to hyper-converged infrastructure that operates VMware, which provides high numbers of Lenovo vSAN nodes in different flavors and server types.

T-Systems also hopes to soon implement dual stacks and bare metal integration to pair their existing storage estate with their OpenStack environment under the LOC-A framework.

Differentiation of Lenovo's product that's easy to understand.

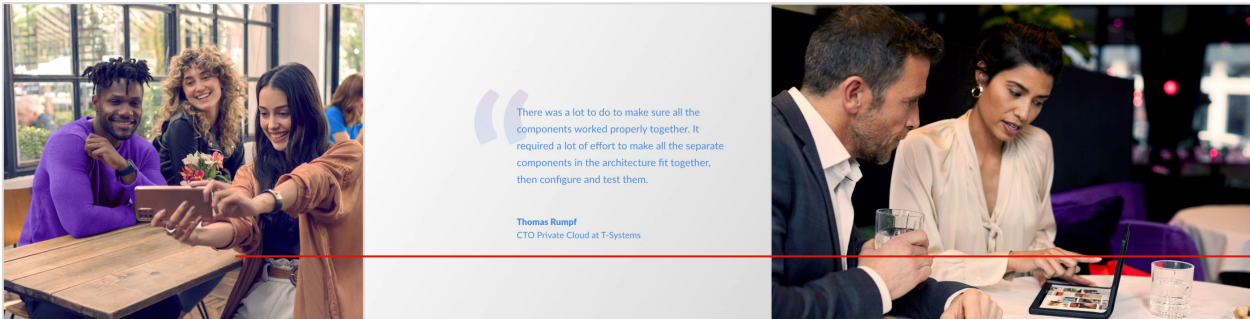
Too much jargon. Content should be easy to understand without context from the rest of the site. A list of Lenovo products used along with short explanations of how each one addressed user needs would be more effective.

There was a lot to do to make sure all the components worked properly together. It required a lot of effort to make all the separate components in the architecture fit together, then configure and test them.

Thomas Rumpf
CTO Private Cloud at T-Systems

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

T-Systems Customer Story – Key Issues



Personal/casual images aren't appropriate to the story, which addresses needs of business customers.

3

Results

Now, T-Systems has the speed they need to not just meet customer expectations, but exceed them. Their new open, automated cloud platform can host future workloads for customers both on- and off-premises – completely transforming the way their business works.

Our collaborative partnership has allowed them to decrease the time it takes to onboard new customers, while providing automated, error-free rapid deployment and end-to-end lifecycle management. And they are still able to customize services with highly automated blueprints, too – accelerating time-to-value for them, and reducing costs by up to 40% for their customers.

With new standardized templates and configurations in place for all components, including switches and networking, LOC-A ensures tasks that were previously time-intensive and error-prone are now faster and based on tried-and-true setups.

And perhaps best of all, the migration process that once took T-Systems two weeks can now be completed in as little as four hours – saving them time to continue growing their business.

100% automation for streamlined operations over two years

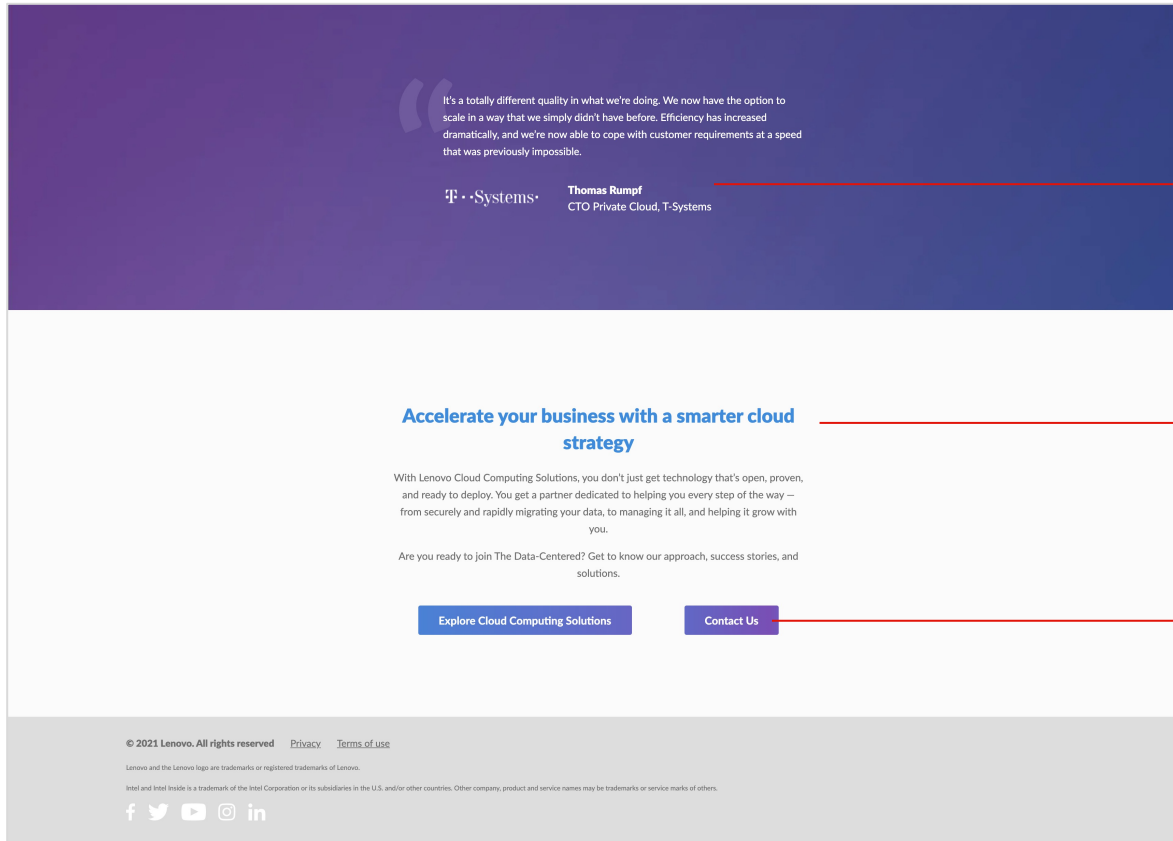
Up to 40% cost reductions for customers

0 outages for customers

Specific timelines demonstrate Lenovo's credibility.

Results are small and content should be more specific to the story instead of general stats about the product. Bulleted results list is good but could be stronger with the addition of real numbers and real data. Instead of "Up to 40% cost reduction", say "Lenovo Open Cloud Automation led to a 40% reduction in cost and X% increase in efficiency for T-Systems' customers."

T-Systems Customer Story – Key Issues



Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Make the call to action more specific to the story and customer. Leverage the specific products used by T-Systems to make the success seem easily repeatable.

Try to avoid double CTAs, but if you need two be sure to make them specific, not generic, with the primary CTA styled differently from the secondary CTA. (Example: Talk to a Cloud Computing Specialist)

T-Systems Customer Story – Key Recommendations

What needs work?

Headlines and subheads – Copy is catchy, but generic. Would be more beneficial to utilize larger copy blocks to display the goal, result, and what specific products were used.

The layout – Content blocks can be condensed to make the page shorter and avoid so much scrolling. Text could get bigger, pull quotes can be larger, irrelevant images can be cut in favor of original photography.

Keywords - The POV customer stories should include long tail keywords more focused on Brand and blog like content i.e. "Lenovo Customer Success Stories".

What's missing?

The navigation – Where am I? How did I get here? How can I find more like this? The typical navigation cues are missing.

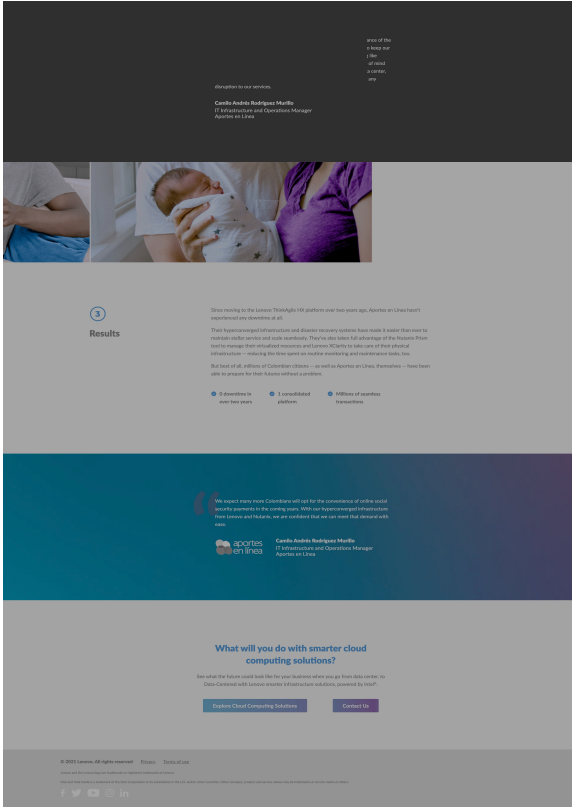
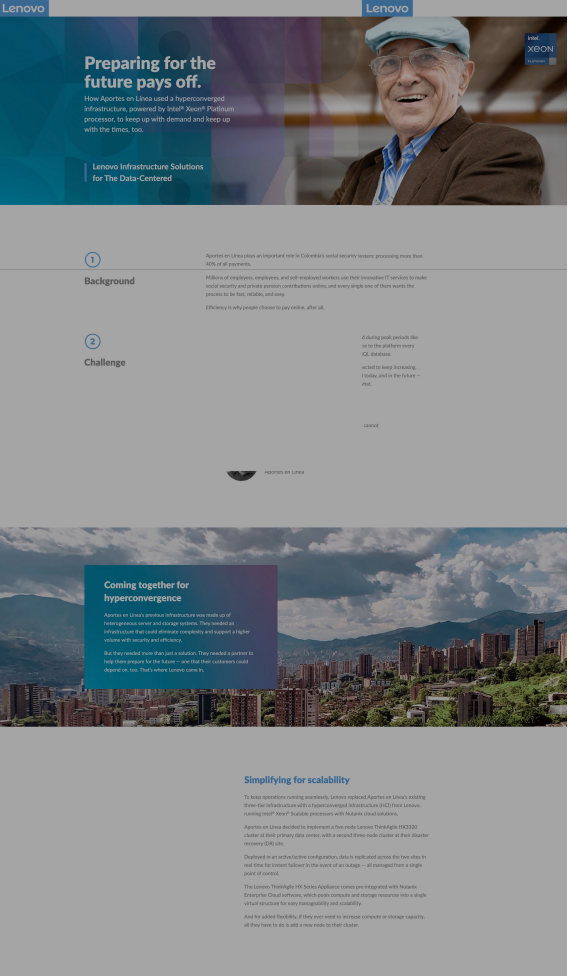
Opportunities for diving deeper into product offerings – Hyperlinks within the text would allow the user to explore LOC-A software and ThinkAgile VX and ThinkSystems servers demonstrated in the story but wouldn't distract readers who choose not to.

Recommendations for Change:

- Apply site navigation to the page.
- Feature first-person quotes from the client in the beginning, middle and end.
- Make the products and solutions used in the story stand out more to the reader.
- Create a table of contents or jump navigation to make the long page easier to navigate.
- Create a style guide for customer stories including formula, voice and tone guidelines and instructions for shooting or obtaining original photography/video to support the story.
- Use specific CTAs to keep readers engaged on the site.
- Use large and specific results numbers that tie back to the story's challenge in order to build trust in the Lenovo brand.
- Replace imagery with original photography so the story and Lenovo brand seem more authentic.
- Audit and update keywords.

Aportes en Línea Customer Story

Aportes en Línea Customer Story – Key Metrics



Unique Visitors	150
Visits	250
Return Visitors	175 / 70%
Page Views	291
Average Time	1:56
Bounce Rate	41.67%



Page ranks #10 in basic traffic. Users that are getting to this page are engaging quite a bit with 4 of the top 10 custom interactions coming from this page.

Aportes en Línea Customer Story – Key Issues

Lenovo

Consult with us

Preparing for the future pays off.

How Aportes en Línea used a hyperconverged infrastructure, powered by Intel® Xeon® Platinum processor, to keep up with demand and keep up with the times, too.

Lenovo Infrastructure Solutions for The Data-Centered

1 Aportes en Línea plays an important role in Colombia's social security system: processing more than 40% of all payments.

Millions of employers, employees, and self-employed workers use their innovative IT services to make social security and private pension contributions online, and every single one of them wants the process to be fast, reliable, and easy.

Efficiency is why people choose to pay online, after all.

2 Aportes en Línea typically processes around 70,000 payments a day. And during peak periods like social security payment deadlines, more than 5,000 people request access to the platform every minute. That translates to over 25,000 transactions per minute in their SQL database.

As online payments become the norm, transaction volumes are only expected to keep increasing. Aportes en Línea needed infrastructure that could keep up with demand today, and in the future – making their online payment processes smooth and reliable, no matter what.

Share icon

Download icon

Lack of navigation leaves readers wondering how they got there and how to get back.

Image should connect to interviewee vs. being generic stock. It would be more authentic to show quoted people from the story.

Branded element lacks context. Not clear what "The Data-Centered" means.

Content sections are numbered, strategically guiding users through the page.

Content focuses on customer needs in a way that's easy to understand without further context or jargon.

Appropriate download and share icons are persistent on the page but adding a "Share" label would help with the hidden aspect.

Content answers the question posed by the scenario; a clear explanation of Aportes en Línea's online payment process needs.

Aportes en Línea Customer Story – Key Issues

The image shows a customer story page for Aportes en Línea. It features a background image of a cityscape with mountains. The page is divided into several sections: a blue header, a main text block, a section titled 'Simplifying for scalability', and a quote at the bottom. Red arrows point from the text to the right-hand side of the image, where specific feedback is provided.

Coming together for hyperconvergence

Aportes en Línea's previous infrastructure was made up of heterogeneous server and storage systems. They needed an infrastructure that could eliminate complexity and support a higher volume with security and efficiency.

But they needed more than just a solution. They needed a partner to help them prepare for the future – one that their customers could depend on, too. That's where Lenovo came in.

Simplifying for scalability

To keep operations running seamlessly, Lenovo replaced Aportes en Línea's existing three-tier infrastructure with a hyperconverged infrastructure (HCI) from Lenovo, running Intel® Xeon® Scalable processors with Nutanix cloud solutions.

Aportes en Línea decided to implement a five-node Lenovo ThinkAgile HX3320 cluster at their primary data center, with a second three-node cluster at their disaster recovery (DR) site.

Deployed in an active/active configuration, data is replicated across the two sites in real time for instant failover in the event of an outage – all managed from a single point of control.

The Lenovo ThinkAgile HX Series Appliance comes pre-integrated with Nutanix Enterprise Cloud software, which pools compute and storage resources into a single virtual structure for easy manageability and scalability.

And for added flexibility, if they ever need to increase compute or storage capacity, all they have to do is add a new node to their cluster.

We are extremely satisfied with the availability, reliability and performance of the Lenovo ThinkAgile HX solution. We know we can depend on Lenovo to keep our mission-critical SQL database and all our business applications running 24/7, 365 days a year. We also have added peace of mind around business continuity: if there were ever an issue at our main data center, everything would automatically fail over to our secondary site without any disruption to our services.

Camilo Andrés Rodríguez Murillo
IT Infrastructure and Operations Manager
Aportes en Línea

Good explanation of customer needs, but could use a more specific description of hyperconvergence.

The page is long and requires a lot of scrolling, so this content section could use a number and title for readers to understand that this is important content and that they're still on the right track (4. Solution)

Content would be easier to digest if split up into a Product Used > Customer Solution format

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Aportes en Línea Customer Story – Key Issues

3

Results

Since moving to the Lenovo ThinkAgile HX platform over two years ago, Aportes en Línea hasn't experienced any downtime at all. Their hyperconverged infrastructure and disaster recovery systems have made it easier than ever to maintain stellar service and scale seamlessly. They've also taken full advantage of the Nutanix Prism tool to manage their virtualized resources and Lenovo XClarity to take care of their physical infrastructure – reducing the time spent on routine monitoring and maintenance tasks, too.

But best of all, millions of Colombian citizens – as well as Aportes en Línea, themselves – have been able to prepare for their futures without a problem.

- 0 downtime in over two years
- 1 consolidated platform
- Millions of seamless transactions

We expect many more Colombians will opt for the convenience of online social security payments in the coming years. With our hyperconverged infrastructure from Lenovo and Nutanix, we are confident that we can meet that demand with ease.

aportes en línea
Camilo Andrés Rodríguez Murillo
IT Infrastructure and Operations Manager
Aportes en Línea

What will you do with smarter cloud computing solutions?

See what the future could look like for your business when you go from data center, to Data-Centered with Lenovo smarter infrastructure solutions, powered by Intel®.

Explore Cloud Computing Solutions Contact Us

Images are too generic and make the story appear less authentic.

Call out benefits to the customer by emphasizing “Since moving to the Lenovo ThinkAgile HX platform, Aportes en Línea has experienced ZERO downtime.”

Bulleted results list is good but could be stronger with the addition of real numbers and real data.

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

CTA's should be more specific to the story or customer goal. Description is lacking context; unclear what “go from data center to Data-Centered” means. The primary CTA should be styled differently from the secondary CTA.

Aportes en Línea Customer Story – Key Recommendations

What needs work?

The layout and hierarchy – The story has a lot of good content, but the text is small and the page requires a lot of scrolling. Make it easy for the reader by calling out important aspects of the story: Aportes en Linea handles 25,000 transactions per minute in their SQL database > they needed an infrastructure that could support a high volume of transactions with ease > Lenovo implemented the ThinkAgile HX platform and as a result, Aportes en Linea has experienced ZERO downtime in 2 years.

Keywords - The POV customer stories should include long tail keywords more focused on Brand and blog like content i.e. "Lenovo Customer Success Stories".

What's missing?

The navigation – Where am I? How did I get here? How can I find more like this? The typical navigation cues are missing.

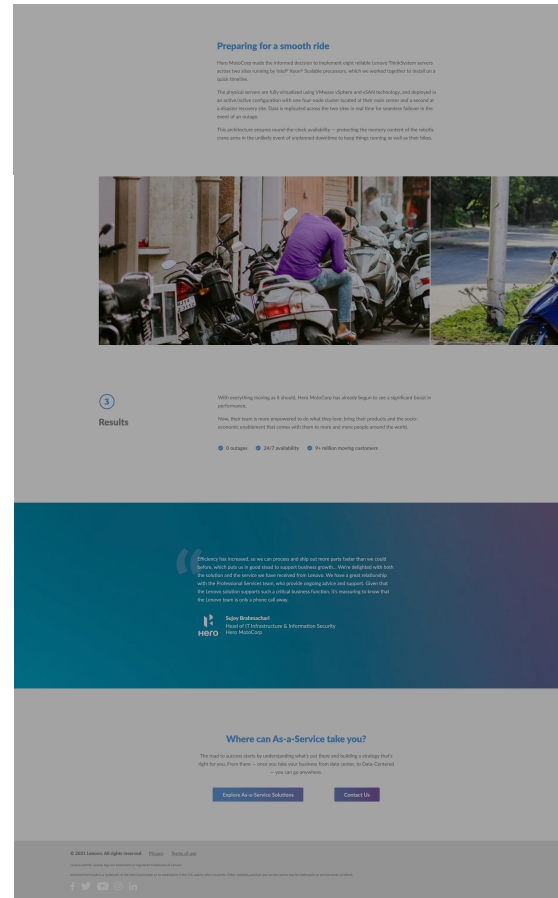
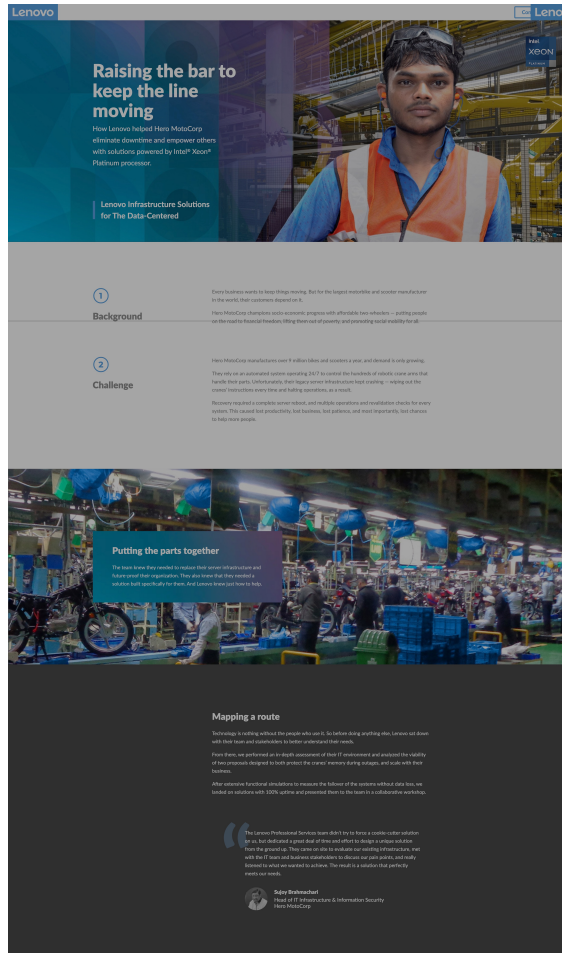
Original imagery – Generic imagery distracts from the authenticity of the story. Real images that make people feel something about the story are missing from the page.

Recommendations for Change:

- Apply site navigation to the page.
- Feature first-person quotes from the client in the beginning, middle and end.
- Make the products and solutions used in the story stand out more to the reader.
- Condense the page to eliminate long scrolling or create a table of contents or jump navigation to make the long page easier to navigate.
- Create a style guide for customer stories including formula, voice and tone guidelines and instructions for shooting or obtaining original photography/video to support the story.
- Use imagery that relates directly to the story, possibly showing customers using Lenovo products.
- Use specific CTAs to keep readers engaged on the site.
- Audit and update keywords.

Hero MotoCorp Customer Story

Hero MotoCorp Customer Story – Key Metrics



Unique Visitors	826
Visits	967
Return Visitors	473 / 49%
Page Views	1056
Average Time	1:24
Bounce Rate	71.02%

i Page ranks #4 in basic traffic. Of the referring links paid social has the highest bounce rate at 81% which ultimately does increase the overall average.

Hero MotoCorp Customer Story – Key Issues

Lenovo

Consult with us

Raising the bar to keep the line moving

How Lenovo helped Hero MotoCorp eliminate downtime and empower others with solutions powered by Intel® Xeon® Platinum processor.

intel XEON PLATINUM

Lenovo Infrastructure Solutions for The Data-Centered

1

Background

Every business wants to keep things moving. But for the largest motorbike and scooter manufacturer in the world, their customers depend on it.

Hero MotoCorp champions socio-economic progress with affordable two-wheelers – putting people on the road to financial freedom, lifting them out of poverty, and promoting social mobility for all.

2

Challenge

Hero MotoCorp manufactures over 9 million bikes and scooters a year, and demand is only growing.

They rely on an automated system operating 24/7 to control the hundreds of robotic crane arms that handle their parts. Unfortunately, their legacy server infrastructure kept crashing – wiping out the cranes' instructions every time and halting operations, as a result.

Recovery required a complete server reboot, and multiple operations and revalidation checks for every system. This caused lost productivity, lost business, lost patience, and most importantly, lost chances to help more people.

Share

Download

Lack of navigation leaves readers wondering how they got there and how to get back.

Image should connect to interviewee vs. being generic stock. It would be more authentic to show quoted people from the story.

“Empower others with solutions” is too vague. Copy should be more specific with the narrative and but make sure the solutions named in the copy match the labels of those solutions elsewhere on the site.

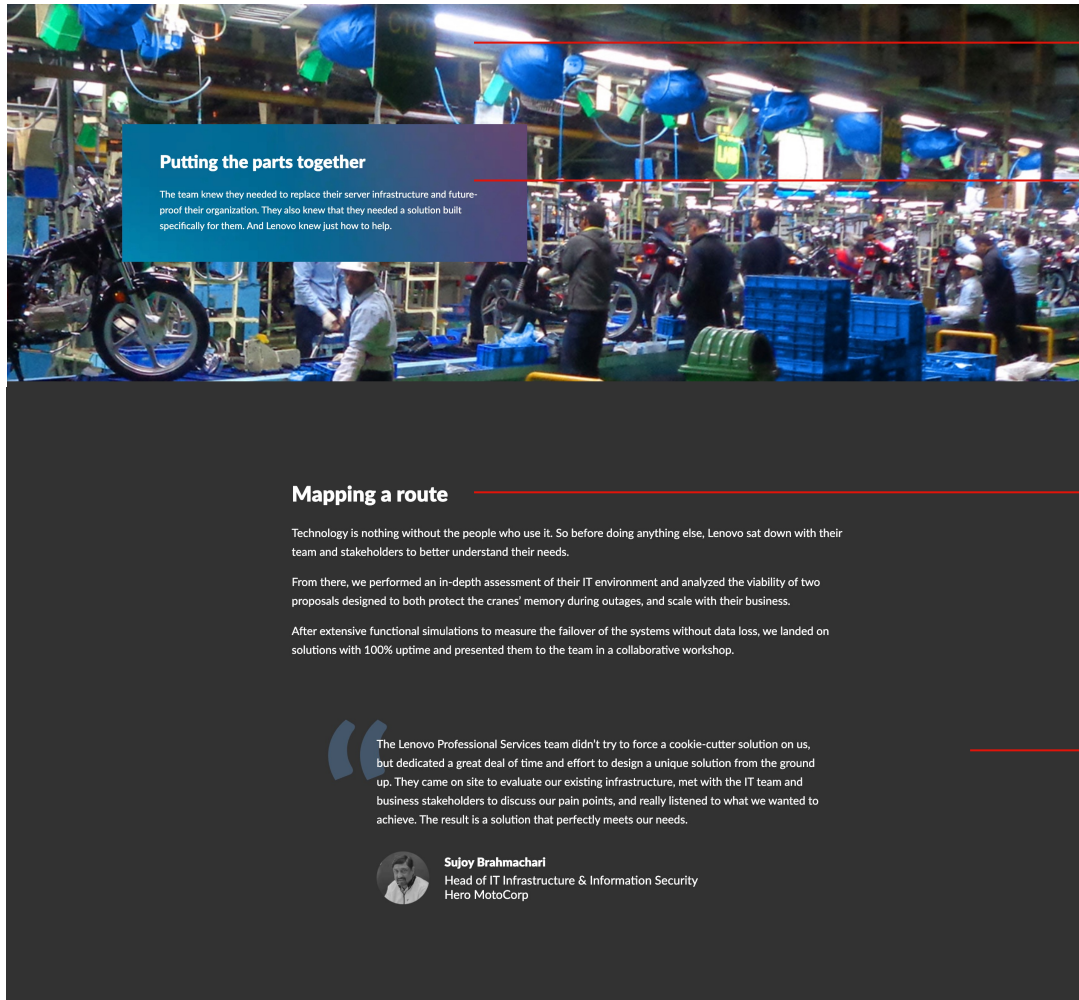
Branded element lacks context. Not clear what "The Data-Centered" means.

Content sections are numbered, strategically guiding users through the page.

Appropriate download and share icons are persistent on the page but adding a “Share” label would help with the hidden aspect.

Clear and specific explanation of the customer problem without using jargon.

Hero MotoCorp Customer Story – Key Issues



Use genuine visuals related to the story instead of stock to help lend credibility to Lenovo's story.

Avoid cliches like “future-proof”. Instead, use language that provides context like “scale with their business over the next X years”. Lenovo has an opportunity here to expand on the solution by demonstrating their expertise. This content shows that they came up with a targeted solution, but could expand on how they stand out in this way from the competition.

This content section could use a number and title so readers understand that this is important content and that they're still on the right track (4. Solution)

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Hero MotoCorp Customer Story – Key Issues

Preparing for a smooth ride

Hero MotoCorp made the informed decision to implement eight reliable Lenovo ThinkSystem servers across two sites running by Intel® Xeon® Scalable processors, which we worked together to install on a quick timeline.

The physical servers are fully virtualized using VMware vSphere and vSAN technology, and deployed in an active/active configuration with one four-node cluster located at their main center and a second at a disaster recovery site. Data is replicated across the two sites in real time for seamless failover in the event of an outage.

This architecture ensures round-the-clock availability – protecting the memory content of the robotic crane arms in the unlikely event of unplanned downtime to keep things running as well as their bikes.

→ This content also belongs in the Solution category.

→ Content is well organized and is easy to follow the problem and solution scenario. However, the solution does not fully demonstrate Lenovo's expertise versus the competition.



→ Stock images are too generic and don't relate specifically to the story.

Hero MotoCorp Customer Story – Key Issues

The screenshot shows a customer story page for Hero MotoCorp. It features a 'Results' section with a bulleted list of metrics: 0 outages, 24/7 availability, and 9+ million moving customers. Below this is a quote from Sujoy Brahmachari, Head of IT Infrastructure & Information Security at Hero MotoCorp, praising the efficiency and service from Lenovo. At the bottom, there is a section titled 'Where can As-a-Service take you?' with a sub-headline 'The road to success starts by understanding what's out there and building a strategy that's right for you. From there — once you take your business from data center, to Data-Centered — you can go anywhere.' and two call-to-action buttons: 'Explore As-a-Service Solutions' and 'Contact Us'.

3
Results

With everything moving as it should, Hero MotoCorp has already begun to see a significant boost in performance.

Now, their team is more empowered to do what they love: bring their products and the socio-economic enablement that comes with them to more and more people around the world.

- 0 outages
- 24/7 availability
- 9+ million moving customers

Efficiency has increased, so we can process and ship out more parts faster than we could before, which puts us in good stead to support business growth... We're delighted with both the solution and the service we have received from Lenovo. We have a great relationship with the Professional Services team, who provide ongoing advice and support. Given that the Lenovo solution supports such a critical business function, it's reassuring to know that the Lenovo team is only a phone call away.

Hero Sujoy Brahmachari
Head of IT Infrastructure & Information Security
Hero MotoCorp

Where can As-a-Service take you?

The road to success starts by understanding what's out there and building a strategy that's right for you. From there — once you take your business from data center, to Data-Centered — you can go anywhere.

Explore As-a-Service Solutions Contact Us

Bulleted lists are good could use more context to relate back to the story and to sell to potential customers. If another company uses the same products as Hero MotoCorp, will they experience similar results?

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Branded element lacks context. Not clear what "Data-Centered" means.

Try to avoid double CTAs, but if you need two be sure to make them specific, not generic, with the primary CTA styled differently from the secondary CTA. (Example: Set up an Assessment Workshop)

Hero MotoCorp Customer Story – Key Recommendations

What needs work?

The story – It would be beneficial to go into more detail about the solution and results. How does this story demonstrate Lenovo's unique expertise? More details about the solution would make the story more relatable to similar companies with similar problems.

The layout – It's a long page for very little content. Text could get bigger, pull quotes can be larger, multiple generic images can be cut.

Keywords - The POV customer stories should include long tail keywords more focused on Brand and blog like content i.e. "Lenovo Customer Success Stories".

What's missing?

The navigation – Where am I? How did I get here? How can I find more like this? The typical navigation cues are missing.

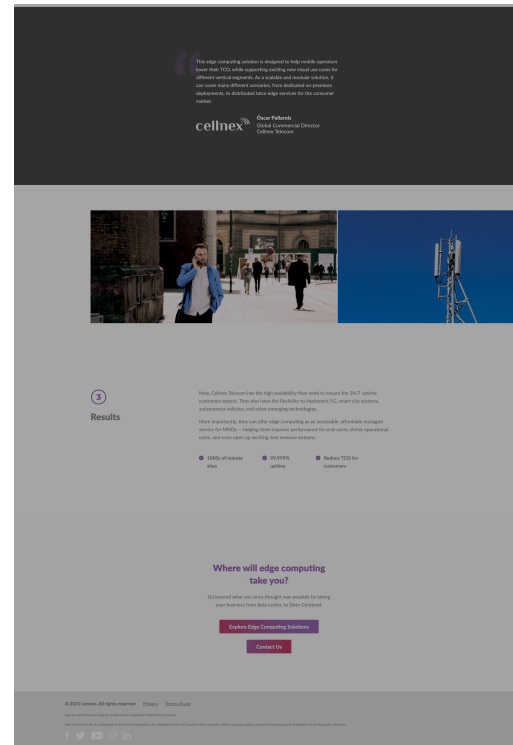
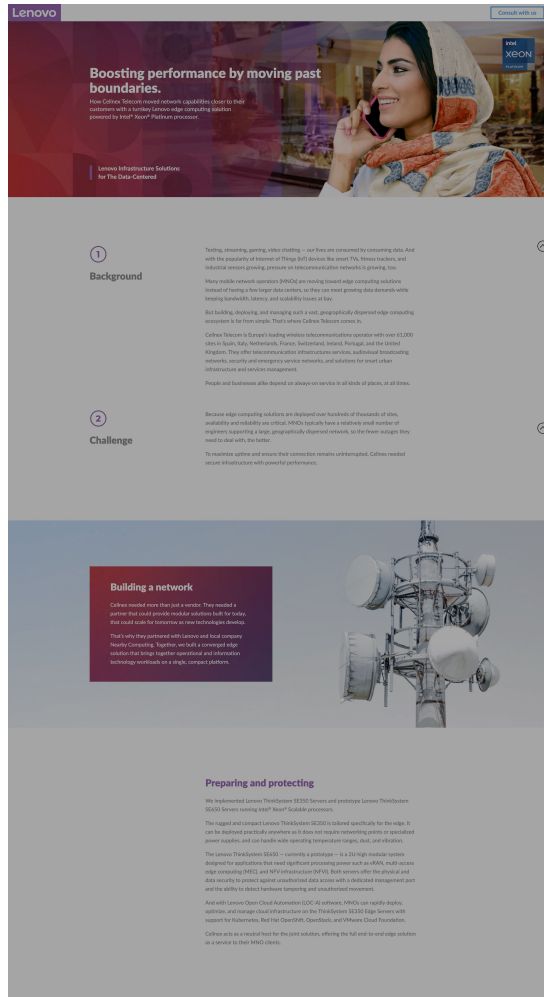
The personality/authenticity – First person quotes are lacking in the narrative. Real people, real roles are disconnected from the narrative. Make quotes larger that demonstrate Lenovo's expertise. Ex. "Lenovo didn't try to force a cookie-cutter solution on us. Their team dedicated a great deal of time and effort on site evaluating our existing infrastructure and designing a unique solution from the ground up."

Recommendations for Change:

- Apply site navigation to the page.
- Leverage the principles of good journalism, and reveal **why** it worked, **how** they implemented the solution, **when** they saw results, and **why** they were pleased.
- Feature first-person quotes from the client in the beginning, middle and end.
- Make the products and solutions used in the story stand out more to the reader.
- Condense the page to eliminate long scrolling or create a table of contents or jump navigation to make the long page easier to navigate.
- Create a style guide for customer stories including formula, voice and tone guidelines and instructions for shooting or obtaining original photography/video to support the story.
- Replace jargon with language that's easy to understand without additional context.
- Audit and update keywords.

Cellnex Telecom Customer Story

Cellnex Telecom Customer Story – Key Metrics



Unique Visitors	2,157
Visits	2,340
Return Visitors	475 / 20.3%
Page Views	2,514
Average Time	1:22
Bounce Rate	68.78%

i Page ranks #1 and #5 in basic traffic. Of the referring links paid social has the highest bounce rate at 76.6% which ultimately does increase the overall average.

Cellnex Telecom Customer Story – Key Issues

Lenovo [Consult with us](#)

Boosting performance by moving past boundaries.

How Cellnex Telecom moved network capabilities closer to their customers with a turnkey Lenovo edge computing solution powered by Intel® Xeon® Platinum processor.

Lenovo Infrastructure Solutions for The Data-Centered

1 **Background**

Texting, streaming, gaming, video chatting – our lives are consumed by consuming data. And with the popularity of Internet of Things (IoT) devices like smart TVs, fitness trackers, and industrial sensors growing, pressure on telecommunication networks is growing, too.

Many mobile network operators (MNOs) are moving toward edge computing solutions instead of having a few larger data centers, so they can meet growing data demands while keeping bandwidth, latency, and scalability issues at bay.

But building, deploying, and managing such a vast, geographically dispersed edge computing ecosystem is far from simple. That's where Cellnex Telecom comes in.

Cellnex Telecom is Europe's leading wireless telecommunications operator with over 61,000 sites in Spain, Italy, Netherlands, France, Switzerland, Ireland, Portugal, and the United Kingdom. They offer telecommunication infrastructures services, audiovisual broadcasting networks, security and emergency service networks, and solutions for smart urban infrastructure and services management.

People and businesses alike depend on always-on service in all kinds of places, at all times.

2 **Challenge**

Because edge computing solutions are deployed over hundreds of thousands of sites, availability and reliability are critical. MNOs typically have a relatively small number of engineers supporting a large, geographically dispersed network, so the fewer outages they need to deal with, the better.

To maximize uptime and ensure their connection remains uninterrupted, Cellnex needed secure infrastructure with powerful performance.

Lack of navigation leaves readers wondering how they got there and how to get back.

Image should connect to interviewee vs. being generic stock. It would be more authentic to show quoted people from the story.

Branded element lacks context. Not clear what "The Data-Centered" means.

Content sections are numbered, strategically guiding users through the page.

Appropriate download and share icons are persistent on the page but adding a "Share" label would help with the hidden aspect.

Background and Challenge set up the scenario clearly without jargon.

Cellnex Telecom Customer Story – Key Issues

Building a network

Cellnex needed more than just a vendor. They needed a partner that could provide modular solutions built for today, that could scale for tomorrow as new technologies develop.

That's why they partnered with Lenovo and local company Nearby Computing. Together, we built a converged edge solution that brings together operational and information technology workloads on a single, compact platform.

Preparing and protecting

We implemented Lenovo ThinkSystem SE350 Servers and prototype Lenovo ThinkSystem SE650 Servers running Intel® Xeon® Scalable processors.

The rugged and compact Lenovo ThinkSystem SE350 is tailored specifically for the edge. It can be deployed practically anywhere as it does not require networking points or specialized power supplies, and can handle wide operating temperature ranges, dust, and vibration.

The Lenovo ThinkSystem SE650 – currently a prototype – is a 2U-high modular system designed for applications that need significant processing power such as vRAN, multi-access edge computing (MEC), and NFV infrastructure (NFVI). Both servers offer the physical and data security to protect against unauthorized data access with a dedicated management port and the ability to detect hardware tampering and unauthorized movement.

And with Lenovo Open Cloud Automation (LOC-A) software, MNOs can rapidly deploy, optimize, and manage cloud infrastructure on the ThinkSystem SE350 Edge Servers with support for Kubernetes, Red Hat OpenShift, OpenStack, and VMware Cloud Foundation.

Cellnex acts as a neutral host for the joint solution, offering the full end-to-end edge solution as a service to their MNO clients.

This edge computing solution is designed to help mobile operators lower their TCO, while supporting exciting new visual use cases for different vertical segments. As a scalable and modular solution, it can cover many different scenarios, from dedicated on-premises deployments, to distributed telco edge services for the consumer market.

cellnex | Oscar Pallarols
Global Commercial Director
Cellnex Telecom

Graphic content does not match copy content. Content discusses Lenovo's converged edge solution and image should reflect that product.

Titles are generic. Add more context by using keywords in the solution.

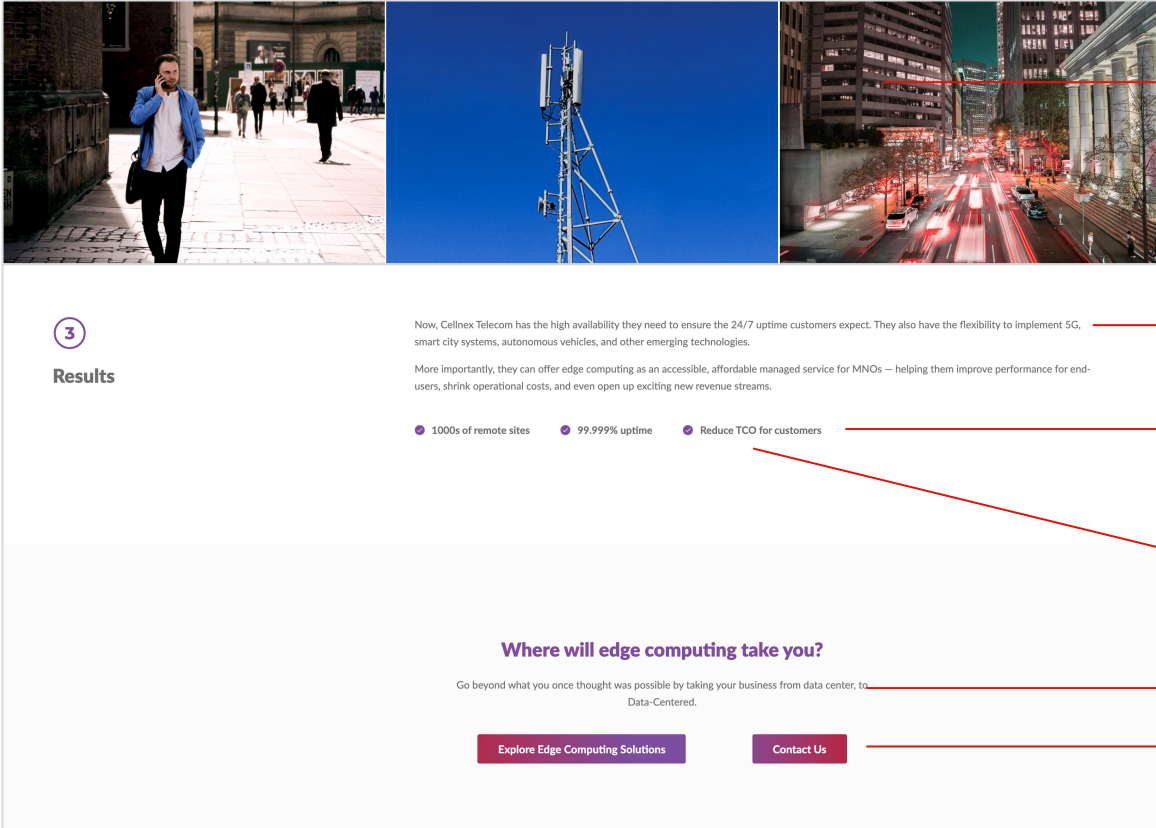
Content refers to product benefits in a generic manner. "Product X *can* rapidly deploy, optimize, and manage..." Unclear if Cellnex used the products for those purposes.

Link product names to product pages on the site.

Acronym TCO is not described within the story. Avoid jargon by fully spelling out service names such as "telco edge"

Quote content is valuable, but the small visual execution of the quote makes the content hard to read.

Cellnex Telecom Customer Story – Key Issues



Stock images are too generic and don't relate specifically to the story.

The outcome could use a little more context for the reader and touch on the customer's next steps with Lenovo.

Bulleted results list is good but could be stronger with the addition of real numbers and real data. (Example: Lenovo™ ThinkSystem™ SR950 provided better three-year total cost of ownership (TCO) than competing server and storage platform.)

Acronym TCO is not described within the story.

Branded element lacks context. Not clear what "Data-Centered" means.

Try to avoid double CTAs, but if you need two be sure to make them specific, not generic, with the primary CTA styled differently from the secondary CTA. (Example: Configure the ThinkSystem SE350 Edge Server)

Cellnex Telecom Customer Story – Key Recommendations

What needs work?

Context – Content is too generic. Lenovo's products could be called out within the story and linked. Use more specific Edge Computing images. Including more details about the solution would make the story more relatable for similar companies with similar problems.

The layout – It's a long page for very little content. Text could get bigger, pull quotes can be larger, multiple generic images can be cut.

Keywords - The POV customer stories should include long tail keywords more focused on Brand and blog like content i.e. "Lenovo Customer Success Stories".

What's missing?

The navigation – Where am I? How did I get here? How can I find more like this? The typical navigation cues are missing.

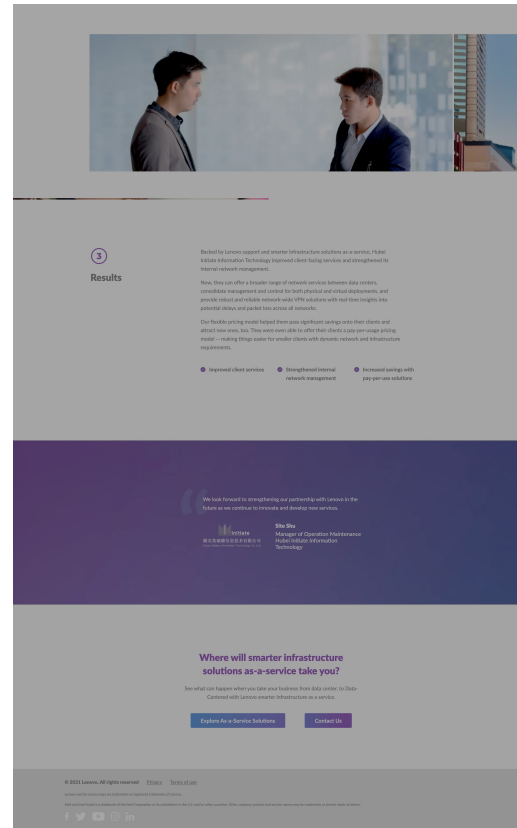
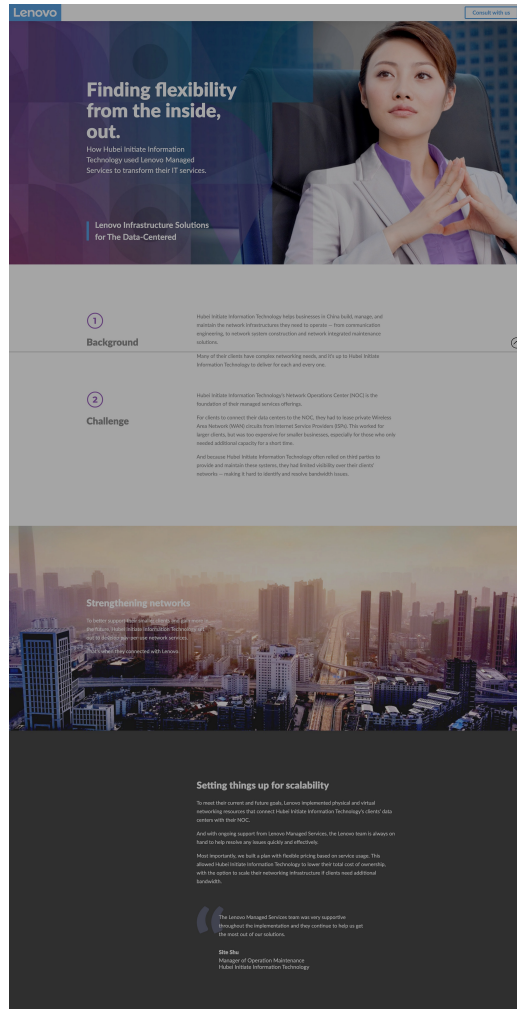
Plain language and active voice – Jargon and acronyms are used throughout the story without enough explanation. First person quotes are lacking. Perspectives from real people would add more impact to the narrative and make the story less generic.

Recommendations for Change:

- Apply site navigation to the page.
- Feature first-person quotes from the client in the beginning, middle and end.
- Make the products and solutions used in the story stand out more to the reader.
- Condense the page to eliminate long scrolling or create a table of contents or jump navigation to make the long page easier to navigate.
- Create a style guide for customer stories including formula, voice and tone guidelines and instructions for shooting or obtaining original photography/video to support the story.
- Replace jargon with language that's easy to understand without additional context.
- Use imagery that relates directly to the story, possibly showing customers using Lenovo products.
- Use specific CTAs and headlines to keep readers engaged on the site.
- Audit and update keywords.

Hubei Customer Story

Hubei Customer Story – Key Metrics



Unique Visitors	116
Visits	168
Return Visitors	115 / 68.4%
Page Views	189
Average Time	1:33
Bounce Rate	40%

i Page does not rank in the top 10 for basic traffic and any version of the url only appears once at #15 in the top 25. In comparison all other story pages audited appeared more than once in the top 25. The story has the lowest bounce rate of those audited which could indicate the users that reach this page are more interested in the content, however, total bounce rate calculated for other customer story pages include paid social urls that skew those bounce rates higher.

Hubei Customer Story – Key Issues

The screenshot shows a web page for a Lenovo customer story. At the top left is the 'Lenovo' logo. A 'Consult with us' button is in the top right. The main header features a woman in a white blazer sitting at a desk, with the headline 'Finding flexibility from the inside, out.' and subtext 'How Hubei Initiate Information Technology used Lenovo Managed Services to transform their IT services.' Below this is a branded element: 'Lenovo Infrastructure Solutions for The Data-Centered'. The main content is divided into two sections: '1 Background' and '2 Challenge'. The 'Challenge' section includes a share icon. Red arrows point from the critique text on the right to these specific elements on the page.

Lack of navigation leaves readers wondering how they got there and how to get back.

Image should connect to interviewee vs. being generic stock. It would be more authentic to show quoted people from the story.

Refer to the product as it is on the rest of the site. Instead of Managed Services, say “Lenovo Device-as-Service” or “Lenovo TruScale Infrastructure Services”.

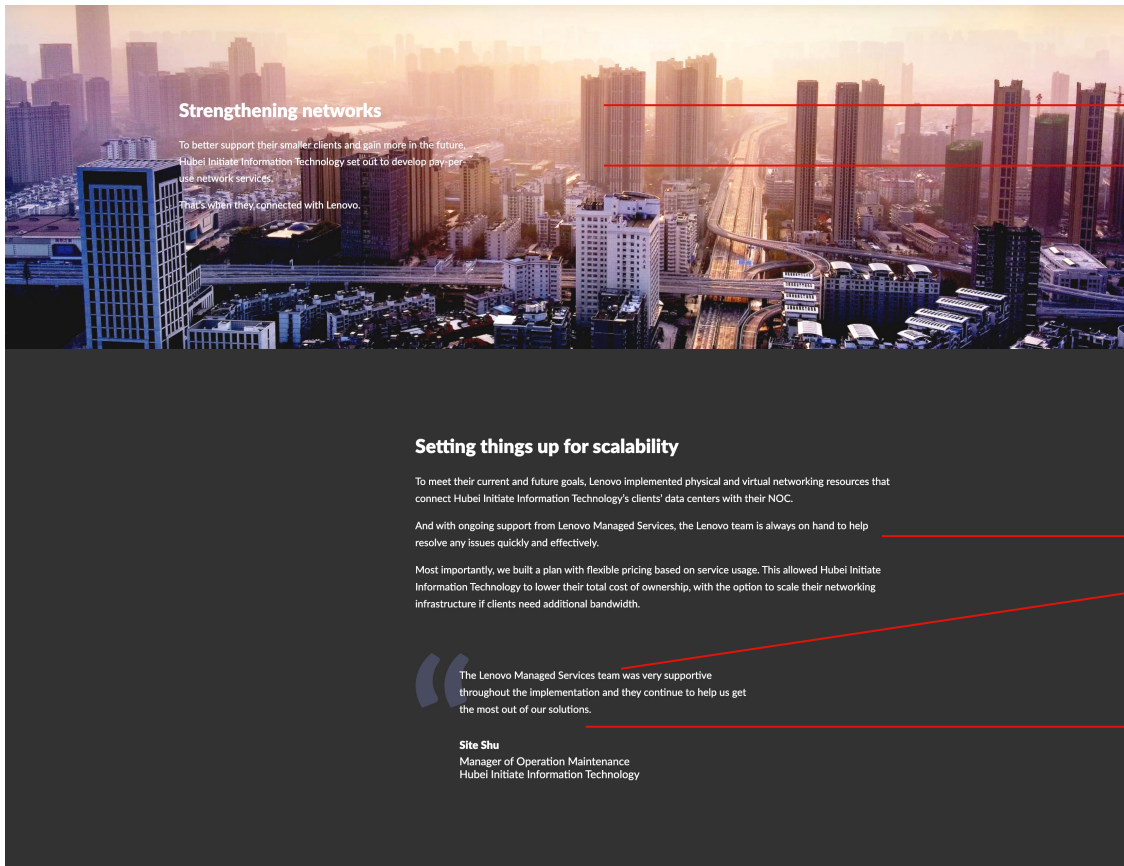
Branded element lacks context. Not clear what "The Data-Centered" means.

Content sections are numbered, strategically guiding users through the page.

Appropriate download and share icons are persistent on the page but adding a “Share” label would help with the hidden aspect.

Not enough context about the challenge; this is written more generically like the background section. The narrative could be improved by referencing a specific Hubei small business experiencing this challenge.

Hubei Customer Story – Key Issues



Strengthening networks

To better support their smaller clients and gain more in the future, Hubei Initiate Information Technology set out to develop pay-per-use network services. That's when they connected with Lenovo.

Setting things up for scalability

To meet their current and future goals, Lenovo implemented physical and virtual networking resources that connect Hubei Initiate Information Technology's clients' data centers with their NOC.

And with ongoing support from Lenovo Managed Services, the Lenovo team is always on hand to help resolve any issues quickly and effectively.

Most importantly, we built a plan with flexible pricing based on service usage. This allowed Hubei Initiate Information Technology to lower their total cost of ownership, with the option to scale their networking infrastructure if clients need additional bandwidth.

The Lenovo Managed Services team was very supportive throughout the implementation and they continue to help us get the most out of our solutions.

Site Shu
Manager of Operation Maintenance
Hubei Initiate Information Technology

Difficult to read text over this image.

Briefly describes who the solution supports and how but could go into further detail.

Refer to actual product names instead of “Lenovo Managed Services” (not mentioned on the As-a-Service page or elsewhere on the site) and link to them in the text.

Quote is vague; is there a more specific benefit that Hubei can point to that would point to Lenovo's credibility?

Hubei Customer Story – Key Issues



Stock images are too generic and don't relate specifically to the story.

3

Results

Backed by Lenovo support and smarter infrastructure solutions as-a-service, Hubei Initiate Information Technology improved client-facing services and strengthened its internal network management.

Now, they can offer a broader range of network services between data centers, consolidate management and control for both physical and virtual deployments, and provide robust and reliable network-wide VPN solutions with real-time insights into potential delays and packet loss across all networks.

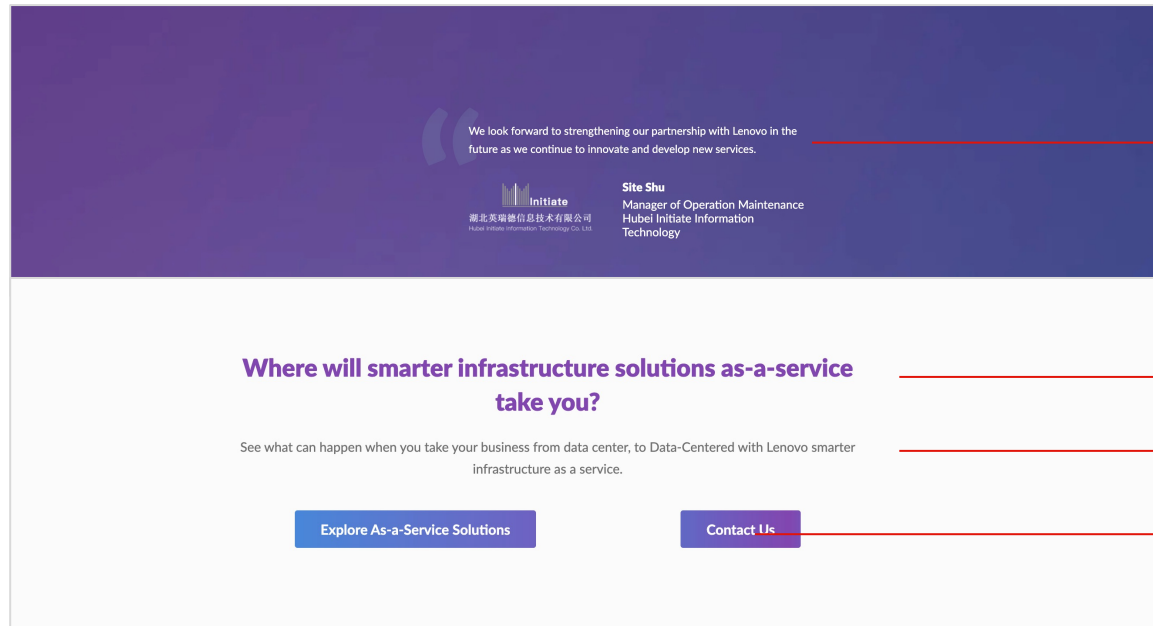
Our flexible pricing model helped them pass significant savings onto their clients and attract new ones, too. They were even able to offer their clients a pay-per-usage pricing model ~~making things easier for smaller clients with dynamic network and infrastructure requirements.~~

- Improved client services
- Strengthened internal network management
- Increased savings with pay-per-use solutions

Refer to the specific product here – “Lenovo TruScale Infrastructure Services pay-as-you-go business model for ultimate flexibility”

Bulleted results list is good but could be stronger with the addition of real numbers and real data.

Hubei Customer Story – Key Issues



Quote is vague; is there a more specific benefit that Hubei can point to that would point to Lenovo's credibility?

"Solutions as-a-service" is jargon.

Branded element lacks context. Not clear what "Data-Centered" means.

Try to avoid double CTAs, but if you need two be sure to make them specific, not generic, with the primary CTA styled differently from the secondary CTA. (Example: Talk to our Lenovo Services Expert)

Hubei Customer Story – Key Recommendations

What needs work?

The story – it lacks the necessary details and context readers are looking for and doesn't focus on an individual or individuals that readers can connect to. Both the challenge and solution could use further detail.

The layout – Images are too generic. Text could get bigger, pull quotes can be larger and more specific, multiple images can be replaced.

Keywords - The POV customer stories should include long tail keywords more focused on Brand and blog like content i.e. "Lenovo Customer Success Stories".

What's missing?

The navigation – Where am I? How did I get here? How can I find more like this? The typical navigation cues are missing.

The personality/authenticity – First person quotes are lacking in the narrative. Real people, real roles are disconnected from the narrative. Real, original images that make people feel something about the story are missing from the page.

References to specific Lenovo services – There is opportunity for marketing Lenovo's offerings while also providing a stronger link between the solution and Lenovo's expertise. Hyperlinks within the text would allow the user to explore infrastructure solutions demonstrated in the story.

Recommendations for Change:

- Apply site navigation to the page
- Use imagery that relates directly to the story.
- Leverage the principles of good journalism, and reveal **why** it worked, **how** the Hubei implemented the solution, **when** they saw results, and **why** they were pleased
- Feature first-person quotes from the client in the beginning, middle and end.
- Make the products and solutions used in the story stand out more to the reader.
- Create a table of contents or jump navigation to make the long page easier to navigate
- Create a style guide for customer stories including formula, voice and tone guidelines and instructions for shooting or obtaining original photography/video to support the story.
- Audit and update keywords.

Data Center: Solutions Pages

Solutions Pages – Key Metrics

Inbound Drivers

1. Direct	48.4%
2. SEO	31.5%
3. SEM	8.3%
4. Display	4.1%
5. Paid Social	4.0%
6. Email	1.9%
7. Affiliate	1.5%
8. Social	1.0%
9. Apps	0.7%
10. CSE	0.2%

Entry Pages

1. Home	7.3%
2. Cloud Computing	5.9%
3. Data Center	5.8%
4. Analytics & AI	4.7%
5. HPC	3.3%
6. Client Virtualization	2.9%
7. SAP	2.6%
8. OEM	2.3%
9. Edge Computing	2.0%
10. Miami Jewish Health	2.0%



Users are frequently entering into one of the solution subcategories rather than the landing page. Although the lander and SMB page both have a nearly 50% return rate of visitors (see pages 116 and 126) this indicates that users aren't initially going back to these pages first.

Solutions Pages – Information Architecture Score

Information Access

Findability

	Solutions Lander	Solutions SMB
Names of categories are understandable	3	4
Category names accurately convey content	3	3
Content categorized in a user-centered manner	3	3
Content titles are distinguishable from one another	3	3
Navigation components are present	4	2
Information is difficult to find because the structure is too broad or too deep	3	2
Number of clicks from the homepage	5 (1 click)	5 (1 click)

Searchability

Search technology is available	5	5
SEO keywords are mapped to pages	2	3
Page available from search in Google and goes directly to the destination	5	3 (There are collisions with other similarly named Lenovo pages)

Information Organization

Title tags are correct	3	3
Meta descriptions are optimized	2	2
Score (out of 60)	41 / C	38 / D

Solutions Pages – Quality of Content Score

		Solutions Lander	SMB Solutions
Content Organization	Content heading structure is consistent and parallel	2	3
	Content is easy to scan (no walls of text)	1	2
	Content flows from the most important, to the least important	1	2
	Page elements, such as images, videos, and links are used appropriately and consistently	3	3
Plain Language, Grammar and Punctuation	Content contains no jargon	1	3
	Content uses active voice	2	4
	Content follows web writing best practices	2	2
	Content avoids nominalizations, redundancies, cliches, and long sentences	2	3
Content Focus, Efficiency, Effectiveness and Context	Content is focused on one topic and purpose per page	3	3
	Content conveys information succinctly. No info dumps	3	2
	Content is easy to understand	2	3
	User has sufficient context to understand the page if the page can be landed on via natural search or browsing. The user does not need to have visited previous pages to understand the current one	2	3
Voice and Tone	Content meets brand guidelines	4	4
	Tone is appropriate for the audience, purpose, and channel	3	4
Calls to Action or Next Steps	Content contains clear calls to action or next steps	1	3
	User knows what to do next	2	2

Solutions Pages – Quality of Content Score

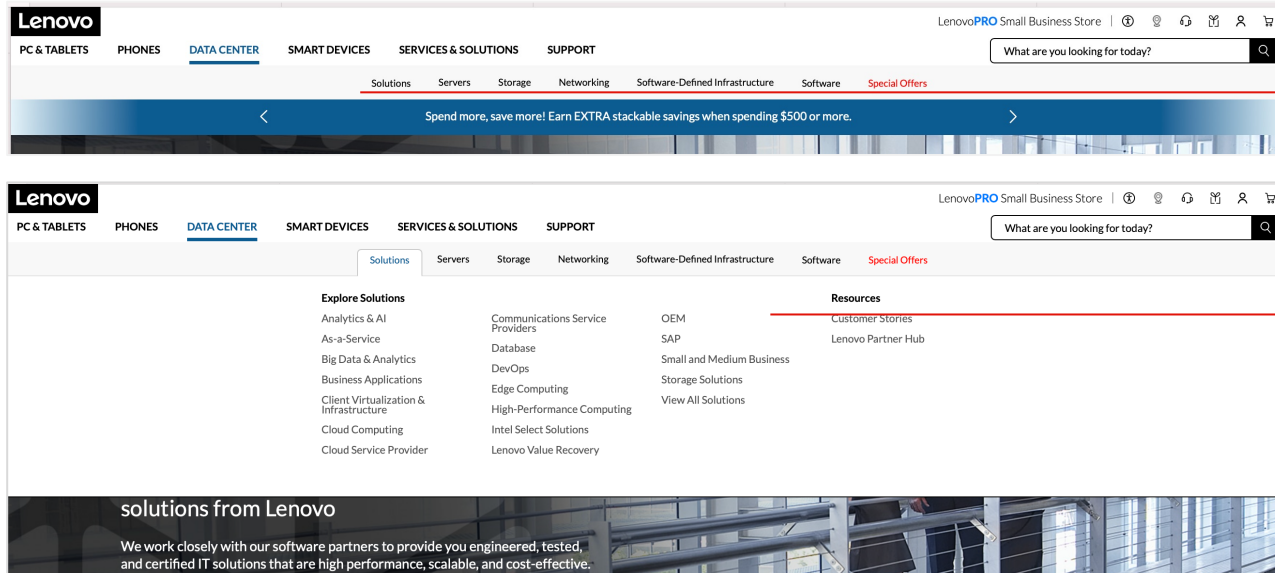
		Solutions Lander	SMB Solutions
Information Design and Writing Standards are Professional and Effective	Content has no spelling or grammatical errors	4	5
	Content is easy to read and understand	2	4
	Titles, headings, and text are consistent and effective	1	3
	Content is supported graphically	2	3
Appropriate Level of Substance and Context	Content is useful and substantial	1	3
	Content provides enough background info	1	2
Content is Effectively Focused on the Audience	Content speaks directly to the audience	2	3
	Content is focused on user needs	2	3
	Content meets the needs or answers the question posed by the scenario	2	2
Content is Well Organized	Navigation path to scenario content is easy to find and follow	2	3
	Pages are organized logically and reflect user task flow	4	2
	Page content, paragraph, and sentence hierarchy is apparent	4	2
Content is Current and Relevant	Content is relevant to the audience	3	3
	There are no gaps in the content	2	2
Content Quality	Key messages are clear	3	2
	Keywords are appropriate and useful	3	2
	Goal of the page is clear	3	2
	All appropriate knowledge levels are served	2	2
Score (out of 170)		77 / F	94 / E

Solutions Pages – Branded Content Score

	Solutions Lander	SMB Solutions
Brand positioning clear in the content	2	2
Content expresses a clear point of view	2	2
Brand personality comes across in content	1	1
Content champions ideas linked to brand values	1	1
Content and stories are unique to Lenovo	3	2
Content and stories stand out among the competition	2	2
Content demonstrates Lenovo's expertise	2	3
Branded content is accessible from multiple places on the site	2	2
Readers can easily share branded content	4	1
Score (out of 45)	19 / F	16 / F

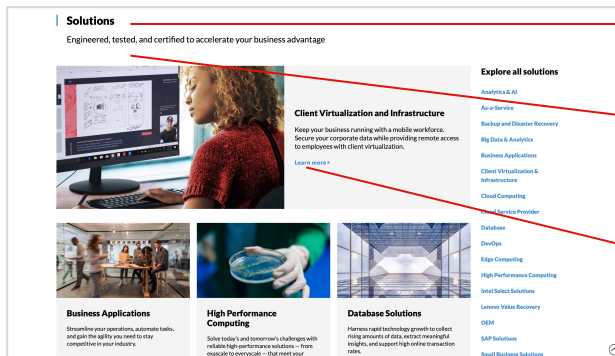
Data Center: Solutions Page

Solutions Page – Where should they live?



Placing Solutions in the top nav helps position Lenovo as a brand who solves and addresses clients' problems. One click from the homepage is standard.

Lenovo's Solutions pages are organized and labeled by internal services and product descriptions. Ultimately when users come to the Lenovo's site, they are searching for a solution to their problem. By just offering product/service-based navigation, Lenovo is missing the opportunity to serve users who may not always know what they need, or think they know what they need but are incorrect.



Lenovo provides a second way to access Solutions from the homepage through a Solutions content block. Easy access to these pages from the homepage is advised.

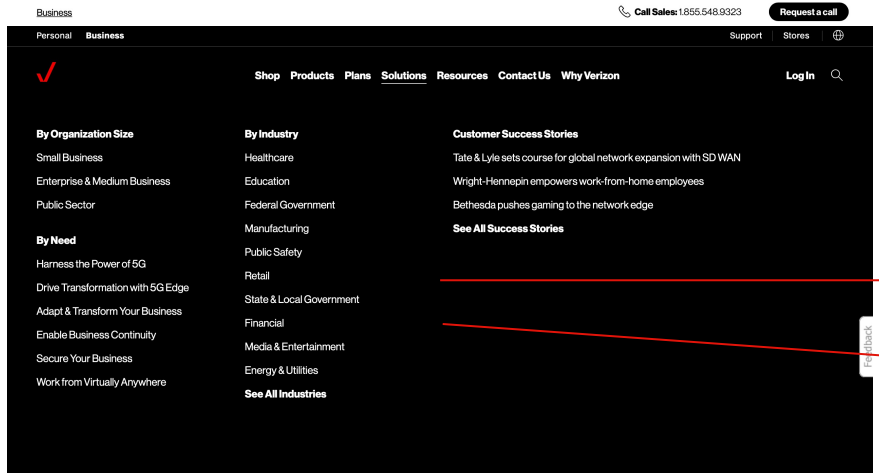
Solutions are pages where people go to learn. Try more conversational/less marketing speak in the intro copy with the goal of aligning with the mindset and challenges of Lenovo users. (Example: We partner with you to create custom combinations of products and services that accelerate your business advantage.)

The product/service structure of the navigation as noted above is not ideal. A better approach would be problem and solutions organized by tasks. A better headline for "Client Virtualization & Infrastructure" might be "Empowering a Mobile Workforce", with CTA text bearing the solution name, "Explore Client Virtualization Solutions."

Solutions Page – Where should they live?

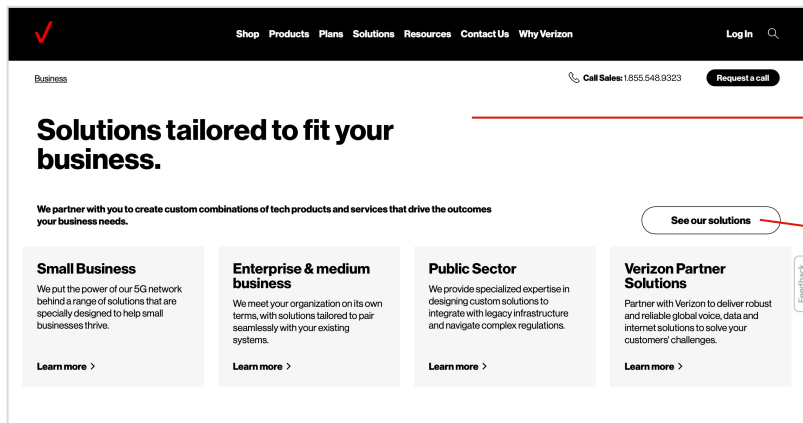


Verizon places Solutions in the standard top nav position.



Verizon focuses the structure of its Solutions pages on problem solving. By offering multiple ways to help customers solve problems quickly (i.e. by industry, by need, by organization size), Verizon presents itself as a trusted partner who solves client problems, not pushing their own services without understanding client challenges.

The organization of the drop-down hover menu also guards against “choice paralysis” (overwhelming readers with too much information).

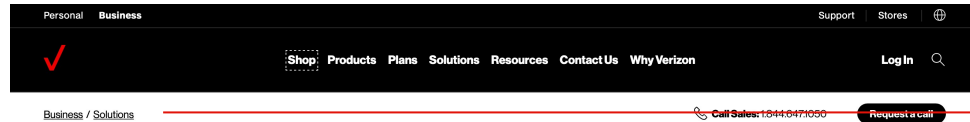


Verizon also includes access to Solutions on its homepage but adds in the contextual problem/solution organization to guide users to the content they need.

Verizon is selective on the solutions that appear on the homepage, not crowding the space with too many choices and visual elements. A “See All Solutions” button enables users to go directly to all of Verizon’s solutions if they prefer.

Solutions Page – How should they be structured? Verizon, Best-in-class

<https://www.verizon.com/business/solutions/>

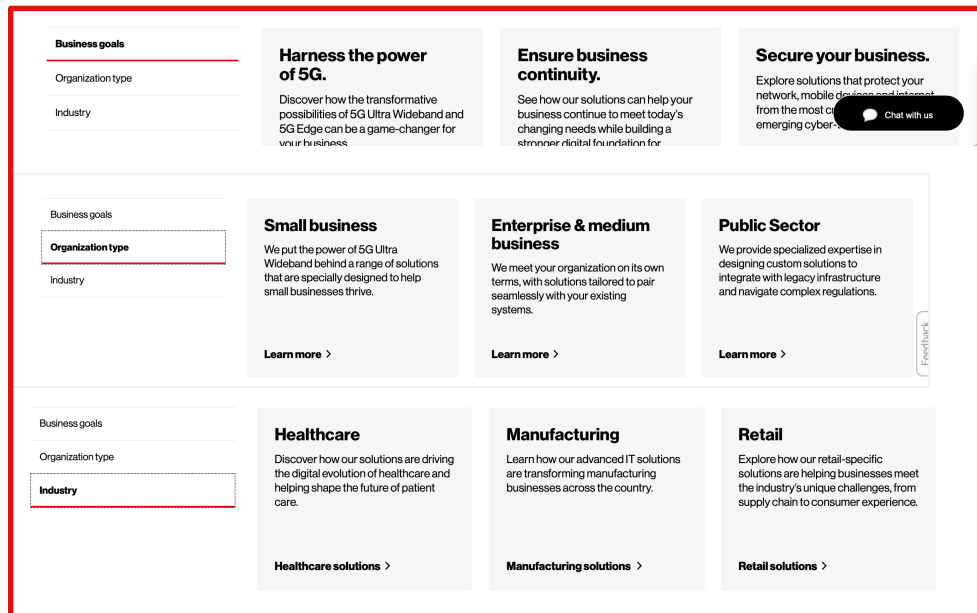


Breadcrumbs support wayfinding, showing readers their current location relative to higher-level concepts and helping them understand where they are in relation to the rest of the site.

Solutions custom built for the results you need.

Our experts combine the specific tech to help your business forge its own unique path towards transformation. Search below to see the kinds of solutions we offer to businesses just like yours.

Verizon includes a direct line to sales at the top of the page. For complicated solutions, custom products or bundled products and services, phone vs automated tools such as chat or a contact form may be the most efficient channel. Providing the number up front to customers saves them time and frustration.



Verizon's short intro copy helps increase usability by explaining the purpose of the content on the page. It's also helpful that Verizon defines what "Solution" means to customers in the intro text (the terms "solutions" and "products" are often interchanged in marketing and can be confused in consumers' minds).

Buyers that search for solutions are typically at an earlier stage in the problem-solving process. They understand that they have a problem but may not properly understand where to start. They think in terms of possible solutions that can help them, though may not be specific in their understanding of possible solutions. Verizon provides a solutions experience for visitors in search of solutions specifically designed for their organizations' industry, business goal, and functional group or size or size of business. A sub navigation allows readers to toggle between the multiple ways of viewing the problem/solutions set-ups.

Solutions Page – How should they be structured? Verizon, Best-in-class

<https://www.verizon.com/business/solutions/>

The screenshot shows the Verizon Solutions page layout. At the top, there is a navigation bar with the text "Solutions custom built for the results you need.", a phone icon, "Call Sales: 1.877.886.8159", and a "Request a call" button. Below this is a large hero section with the headline "See our solutions in action." and a carousel card for "Building a unified hospital system". The card features a photo of a nurse with a tablet and a "Read story >" link. Below the carousel is a dark banner for "5G edge" with the headline "Power your business with 5G Edge." and a "Learn more" button. At the bottom, there is a "Let's get started." section with a country selector (set to "United States"), a "Call for Sales." button with the number "1.877.886.8159", and an "Or we'll call you." button with a "Request a call" button. A footer contains a link for existing customers to sign in or explore support options. Red arrows point from the text on the right to the carousel card, the 5G edge banner, and the bottom call-to-action buttons.

Verizon pulls partial Customer Stories into its Solutions lander in a carousel format. The content helps show users how the application of a solution can solve a specific industry need or business goal. Headlines in this module are focused on specific, common business problems. Product details and jargon are absent from the narrative to serve the purpose of a top or mid-funnel page. Original photography showcases the business environment in a real and authentic way.

Verizon includes a second way to get into their most essential solution, 5G edge, from the Solutions lander. They've styled the ad prominently and differently from the cards above for visual impact.

Verizon repeats the phone channel contact information again at the bottom of the page to help readers understand the logical next steps.

Solutions Page – Samples of thematic solutions navigations

Verizon

By Need

- Harness the Power of 5G
- Drive Transformation with 5G Edge
- Adapt & Transform Your Business
- Enable Business Continuity
- Secure Your Business
- Work from Virtually Anywhere

Sailpoint

Solutions by Use Case

Secure Remote Work Maintain secure and compliant access for workers everywhere	Secure Cloud Access Discover and remove unauthorized cloud access	Embrace Zero Trust Build an identity centric Zero Trust framework
Speed Up Onboarding & Offboarding Give your workforce rapid and secure access	Maintain Compliance Automate processes to enforce and demonstrate compliance	

Atlassian

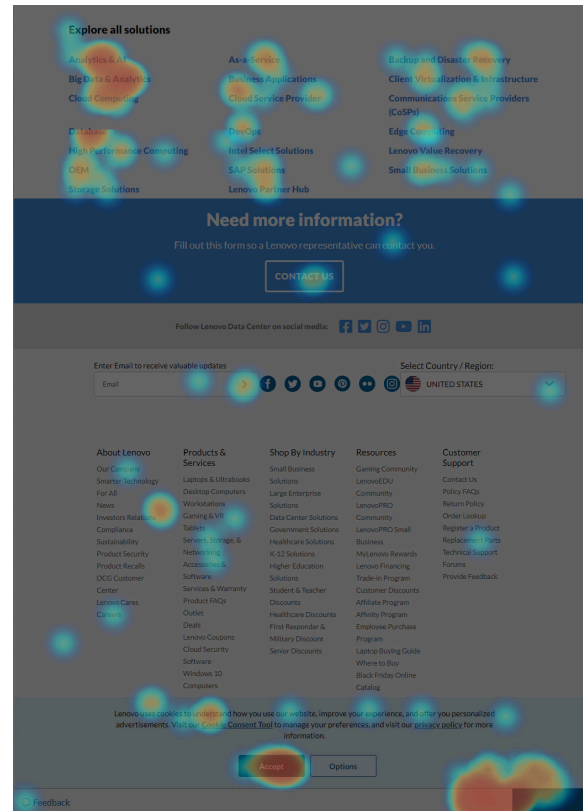
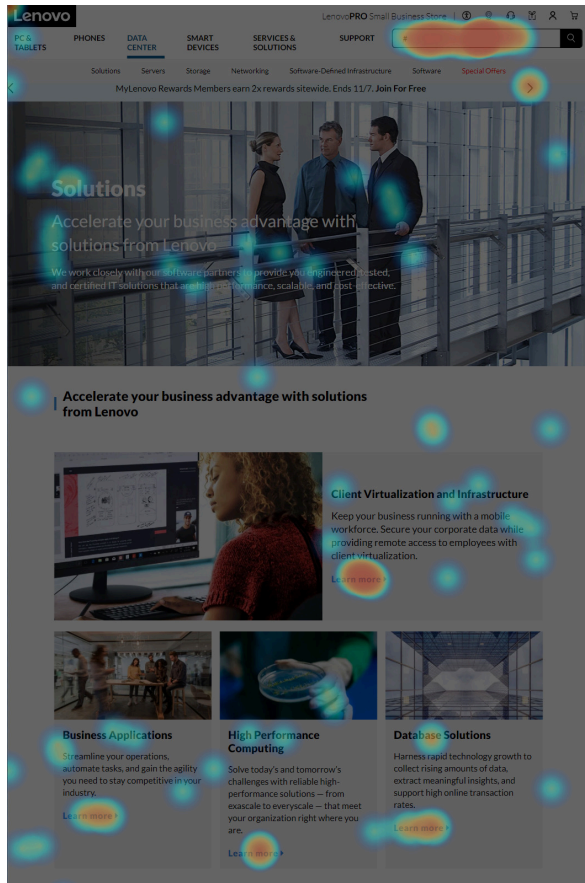
Our Solutions

- Plan & track
- Support & fix
- Code, build, & ship
- Collaborate

Dell

APEX Security Solutions Infrastructure Solutions Workforce Solutions Industry Solutions OEM Solutions

Solutions Page – Key Metrics

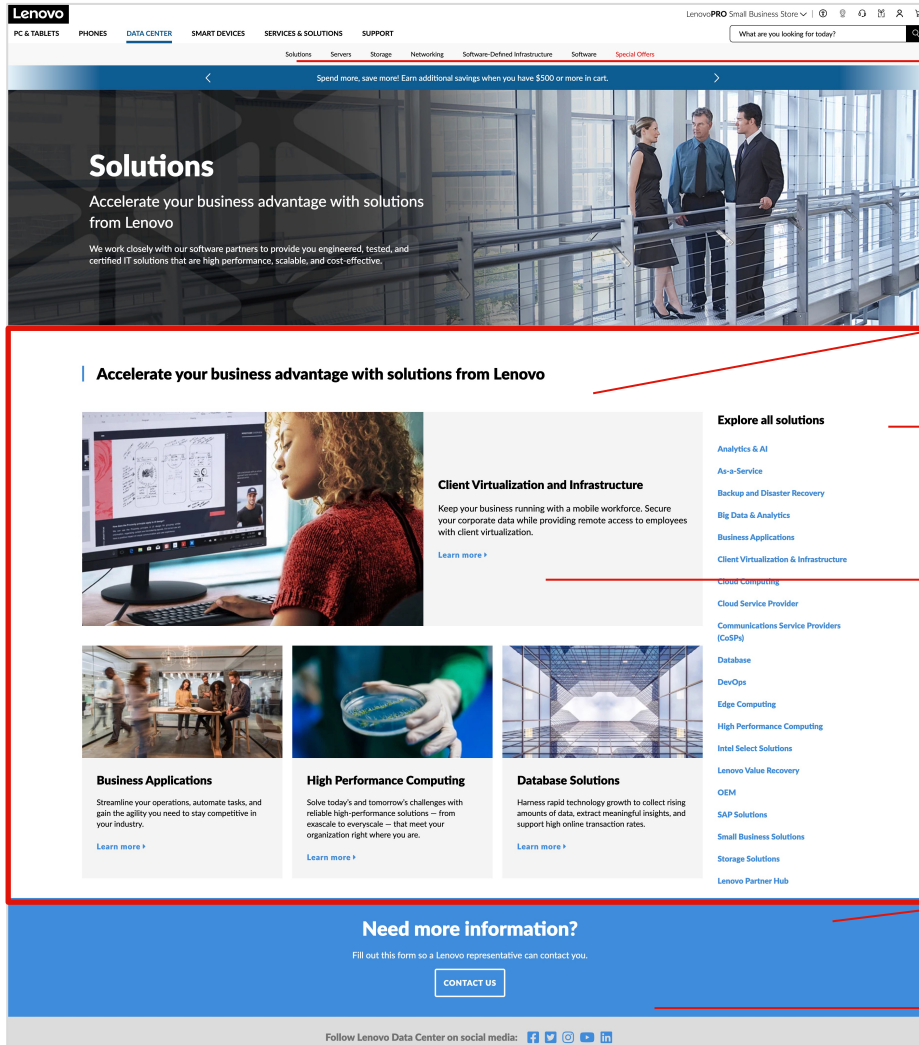


Unique Visitors	8,152
Visits	9,355
Return Visitors	4,420 / 47%
Page Views	14,286
Average Time	0:51
Bounce Rate	56.42%



Data shows that users are interested in finding the solution they need but the solutions are buried too far down the page. The hero image is too tall and users are clicking within this area showing that there is confusion of what to do next. Users are highly interested in solutions past the top four and categorization of solutions would help better serve the nearly 50% of returning users find what they want faster and reduce the high bounce rate.

Solutions Page – Key Issues



No active state for Solutions nav label makes it hard for readers to know where they are on the site.

This entire content block is a duplication from the home page. The homepage block should work to promote the Solutions page first, not the full catalog of Solutions.

Text only links to subcategory pages are difficult to scan.

Lenovo needs to work on recategorizing its solutions into a more meaningful way for people to learn. Leading with the problem statement vs. the name of the solution is the first step. (Example: A better headline for “Client Virtualization & Infrastructure” might be “Empowering a Mobile Workforce”.) Additionally, adding filtering to the page can empower Lenovo users to take Lenovo’s large list of Solutions and narrow it down to a small manageable selection of ideas that are uniquely tailored to their needs and interests.

This links to an auxiliary page, not a solution. Styling is confusing.

Main CTA on the page is too generic and doesn’t support a users cognitive processing. Users would expect a direct link to a Solutions expert or a Solutions sales team. Consider adding a phone channel to the CTA due to the complexity of the service, pricing and implementation components that go along with the Solutions.

Solutions Page – Key Recommendations

What needs work?

Page structure and design

Number of solutions, solution names and labeling

Call to action

Page navigation

Keywords - Not descriptive enough about the content on the page or the intent, they are also not proper/optimized search terms

What's missing?

Problem/solution structure

Filtering navigation

Auxiliary content

Recommendations for Change:

- Add filtering navigation for industries and/or specific use cases to help users navigate the solutions neighborhood around their own needs.
- Reduce the number of solutions by combining related themes into larger categories focused on ISG customers' bigger scale business issues.
- Rename individual solutions into thematic, inspirational, or guided navigation paths vs. traditional product category labels.
- Standardize the way each solution is depicted on the page by using clear, representative subcategory thumbnails.
- Create a secondary style for links to auxiliary pages.
- Consider adding additional links to auxiliary content about the brand such as selected solution case studies or non-product content such as "About Us", "Our Story", etc.
- State a clear benefit that the user will get from completing the CTA (Example: "Schedule a call with a Solutions Expert" or "Download our Solutions Brochure.")
- Audit and update keywords
- Ensure proper linking on titles and images.

Data Center: SMB Solutions Page

SMB Solutions Page – What Are Best-in-Class Characteristics?

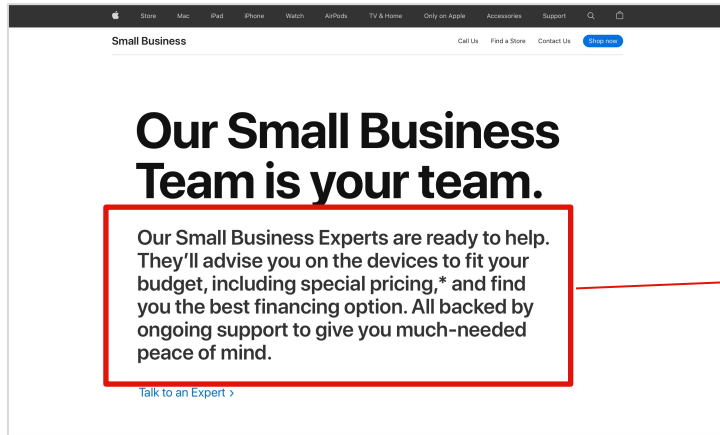
Structure, Content and Design

While there's no real standard for designing a landing page, nearly all best-in-class companies we reviewed do employ a number of shared structural characteristics on their top-performing landers. For starters, the segmented strategy itself (in this case, small to medium size businesses), implies that users are directing themselves to a specific subpage on the site to receive a tailored message just for them. Accordingly, successful landing pages often resemble microsites with custom messaging, navigation and layout designs that dynamically address the needs of the segment. This structure allows for a more engaging experience for users, which in turn can lead to more conversions.

Typical Content Themes

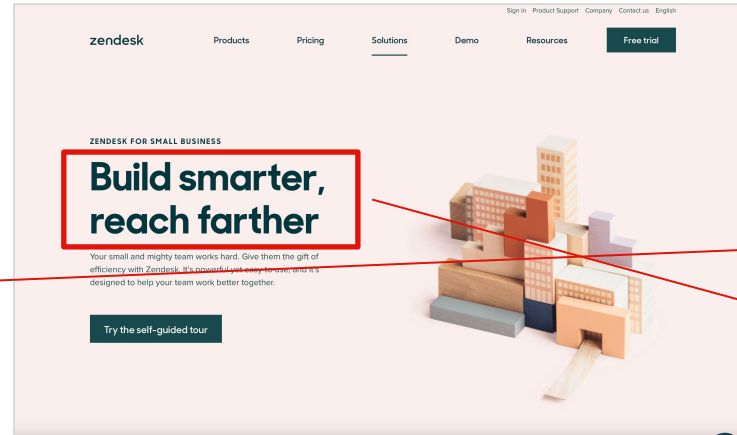
1. SMB positioning statement
2. SMB Goals (define what they are and how the brand helps customers achieve them)
3. SMB Products (presented in a SMB task or problem/solution format)
4. SMB Resources (research, guides, blogs, videos, training, toolkits etc.)
5. SMB Results & Social Proof (case studies, testimonials, stats, client logos)
6. SMB Support (options for all channels)
7. Frequently Asked Questions (specifically related to small business)
8. Next Steps

SMB Solutions Page – 1. Point-of-View Best-in-class



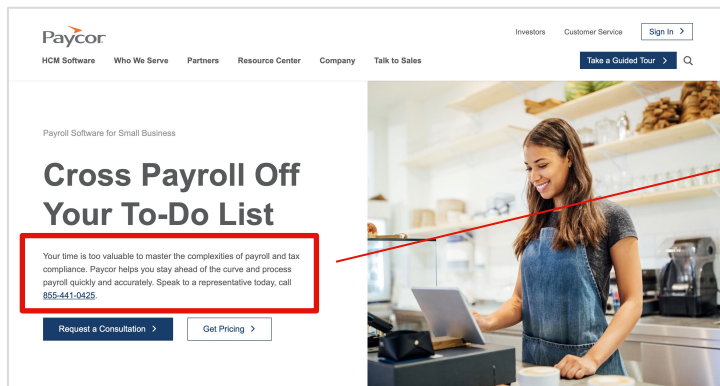
Ex 1: Apple

<https://www.apple.com/retail/business/>



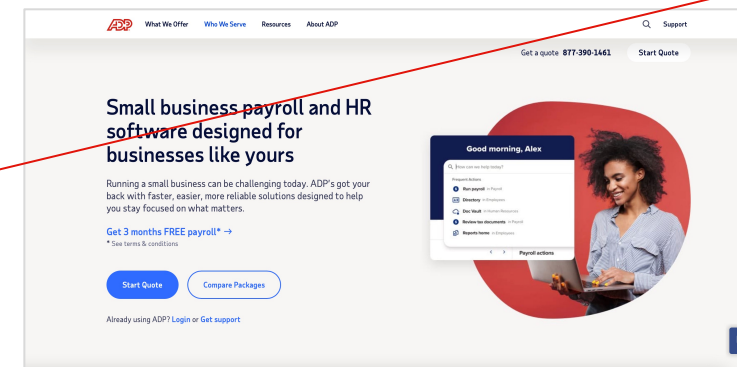
Ex 2: Zendesk

<https://www.zendesk.com/smb/>



Ex 3: Paycor

<https://www.paycor.com/who-we-serve/1-9/>



<https://www.adp.com/who-we-serve/by-business-size/1-49-employees.aspx>

Specific audiences need a specific point-of-view.

Best-in-class examples typically include a point-of-view statement targeted to the SMB audience at the top of the the page.

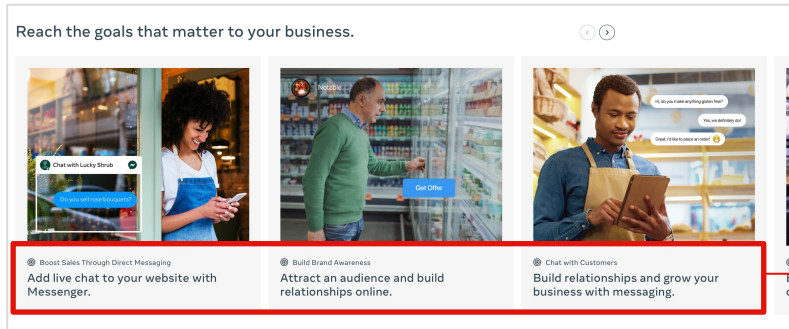
Example 1: **Apple** focuses on SMB's need for support and peace-of-mind.

Example 2: **Zendesk** approaches the SMB customer from the point of view of providing more efficiency for important business processes.

Example 3: **Paycor** speaks to the SMB leaders' needs for more time in a day. Each uses an active voice and second person to bring the audience into the conversation.

According to [Nielsen Norman Group](#), people often leave web pages within 10-20 seconds of visiting. However, if you can clearly communicate your value proposition, and connect to the reader, you'll likely convert them from "first impression" to "scrolling the page" to learn more.

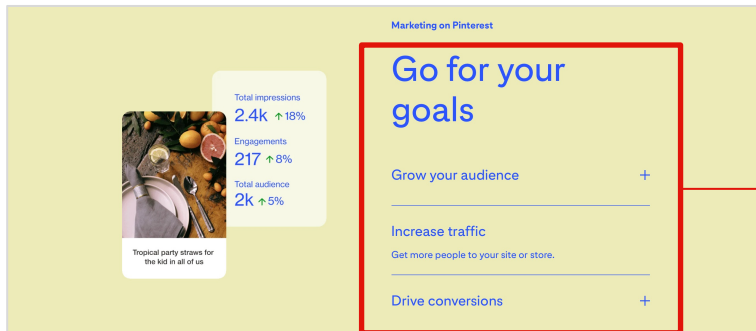
SMB Solutions Page – 2. SMB Goals Best-in-class



Example 1: Facebook

Facebook's SMB page features a "Reach Your Goals" carousel that pairs common business goals with the platform's tools and services that help you reach them.

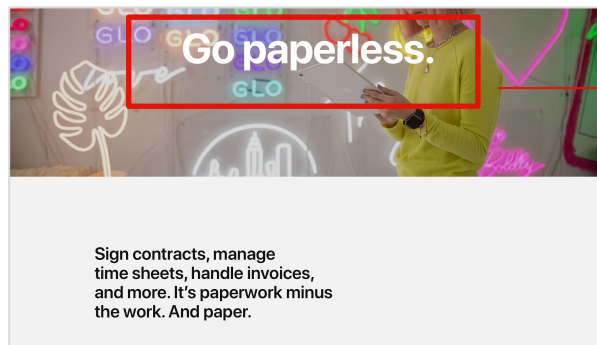
<https://www.facebook.com/business/small-business>



Example 2: Pinterest

Pinterest for Business includes a prominent section featuring top business goals you can achieve using the platform paired with ROI visuals that help illustrate the story.

<https://business.pinterest.com/en/>



Example 3: Apple

Apple's SMB page uses common small business goals as a framework for the page layout and for discovering the company's SMB solutions. Large visual blocks with a stated goal (i.e. Go Paperless, Collaborate) create thematic sections featuring the products, tools and services Apple offers to help SMBs achieve the goal.

<https://www.apple.com/retail/business/>

SMB Solutions Page – 3. SMB Products Best-in-class

CONTENT MANAGEMENT SYSTEM

More content for more channels with less effort and fewer resources

We give both marketers and developers the tools to do more with less. Create, reuse, and update content that is dynamically optimized with ML/AI for every screen, activation, channel, and more — worldwide.

Our enterprise content management system (CMS) is flexible enough for both headless and traditional needs, along with everything in between. And it's cloud-native, offering the agility and scale needed to deliver personalized experiences to every customer across the globe.

[Learn about our CMS](#)

EXPLORE THE OTHER PRODUCTS IN THIS SECTION

- [Personalization engine](#)
- [Customer data platform](#)

Explore the sections of this page

- [What we offer](#)
Lead management, ABM, and attribution
- [Sales and marketing alignment](#)
Equip sales with leads, insight, and relevant content
- [Personalized cross-channel engagement](#)
Intelligent nurture at every stage
- [B2B analytics and attribution](#)
Understand the journey and optimize marketing

Example 1: Adobe

Adobe showcases products related to a solutions via dynamic product visuals and informative product language. Internal links to additional products related to the product showcased are included in a list below to streamline the user experience. Additionally, Adobe implements an on-page nav that lets readers jump directly to products from the top of the page.

<https://business.adobe.com/solutions/content-management.html>

01 Overview 02 Products 03 Solutions 04 Resources 05 Case studies 06 Next steps

Products
Find more IBM servers, storage and software
[Explore products →](#)

IBM Power*
Discover servers designed to help you meet growing business demands, protect data and streamline insights and automation
[Explore IBM Power →](#)

IBM Storage
Find comprehensive data storage solutions
[View IBM Storage →](#)

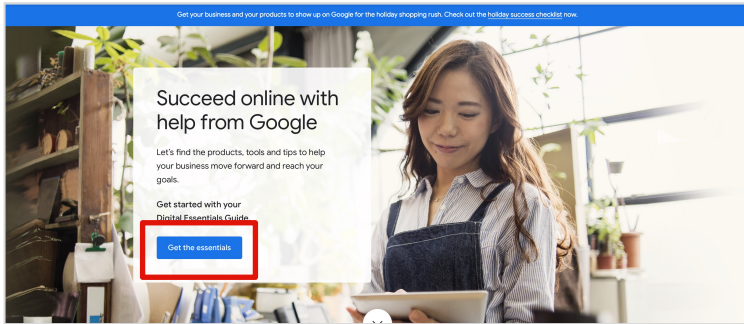
[Let's talk!](#)

Example 2: IBM

IBM also provides sticky, on-page navigation allowing readers to access the product portion of a solutions page from any point in the page journey. While IBM includes less explanatory text about each product on the page, the main text for each product does present a problem-solution scenario that makes it easy for audiences to identify if the product fits their current needs.

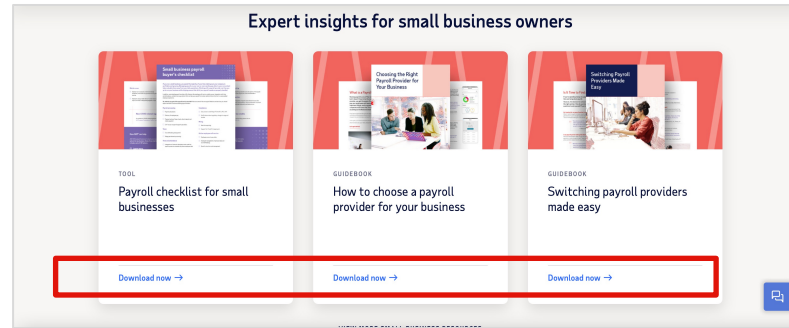
https://www.ibm.com/it-infrastructure?lnk=hpmps_buit

SMB Solutions Page – 4. SMB Resources Best-in-class



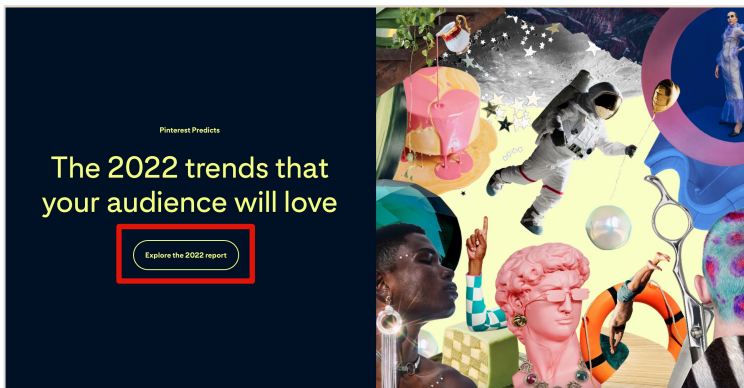
Ex 1: Google

<https://smallbusiness.withgoogle.com/#/>



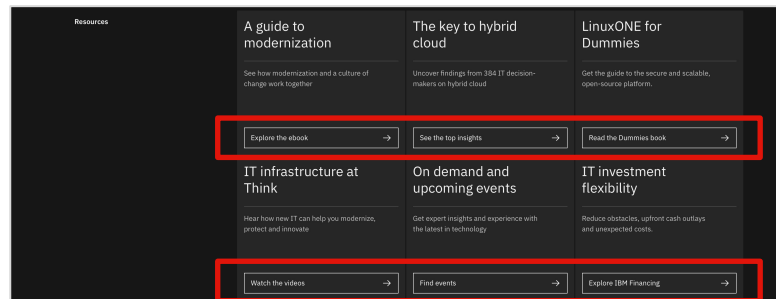
Ex 2: ADP

<https://www.adp.com/who-we-serve/by-business-size/1-49-employees.aspx>



Ex 3: Pinterest

<https://business.pinterest.com/en/>



Ex 4: IBM

https://www.ibm.com/it-infrastructure?lnk=hpmps_buit

Free and open resources.

Best-in-class examples include a resource section with multiple types of UNGATED resources “made for” or targeted to SMB customers. Resource types include videos, guides, e-books, case studies links to training and more. Often, we saw the most current asset or a specific SMB guide also incorporated as a large, visual feature on SMB pages.

Providing valuable resources for customers to use not only helps them become better users and get the full value out of your product, but it also deepens their relationship with your brand. This inspires them to become loyal advocates and create a flywheel growth engine of referrals and new leads.

SMB Solutions Page – 5. SMB Results Best-in-class

Faster, smarter, easier small business payroll and HR

96% of customers say ADP has made their job easier	97% of customers say ADP helps their company comply with payroll tax laws and regulations	96% of customers tell us switching to ADP is easy
--	---	--

ADP'S PAYROLL SOFTWARE GETS TOP RATINGS

★★★★★ Capterra 4.5/5 Stars	★★★★★ GetApp 4.5/5 Stars	★★★★★ G2 4.6/5 Stars	★★★★★ Software Advice 4.5/5 Stars
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As of 11/15/2021

Ex 1: ADP <https://www.adp.com/who-we-serve/by-business-size/1-49-employees.aspx>

Tropical party straws for the kid in all of us

Total impressions	2.4k ↑ 18%
Engagements	217 ↑ 8%
Total audience	2k ↑ 5%

Ex 2: Pinterest <https://business.pinterest.com/en/>

Proven ROI

Best-in-class examples all employed several ways to prove ROI to SMB customers. Customer testimonials and photos, ratings and reviews, and research stats are examples of results displayed on page. Other examples included links out to case studies or blogs featuring client successes.

Learn how real companies get real results with Slack

How Zendesk delivers exceptional customer service with Slack	Mission-critical sales work at Lyft Business	Nine's publishing division breaks news faster with Slack	Snowflake boosts sales and crystalizes partner relationships with Slack Connect
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Ex 3: Slack <https://slack.com/solutions>

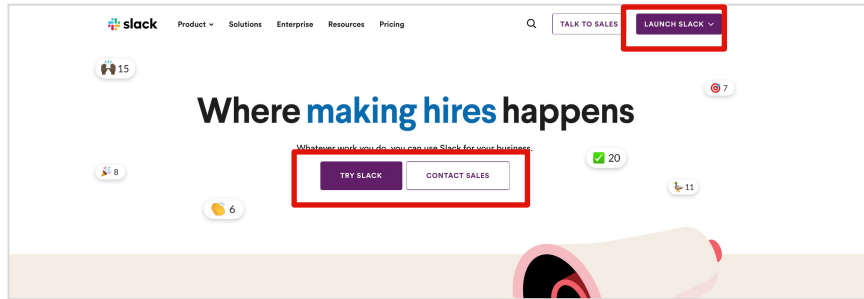
“““

We attribute an increase in call volume and in-store shoppers to our presence on Google. The web is your friend — you connect with the greatest audience through the internet and Google.

Bertie Ray III, Co-owner, Switch

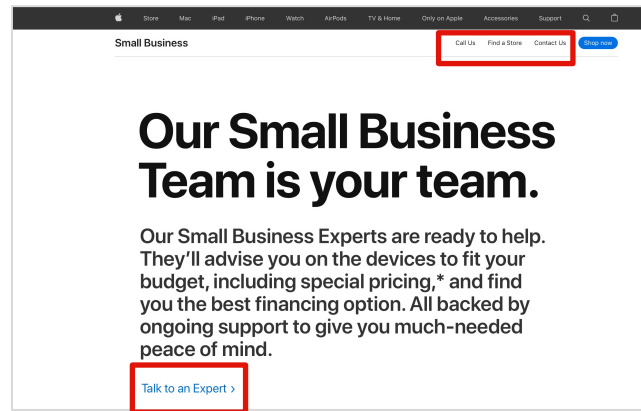
Ex 4: Google <https://smallbusiness.withgoogle.com/#/>

SMB Solutions Page – 6. SMB Support Best-in-class



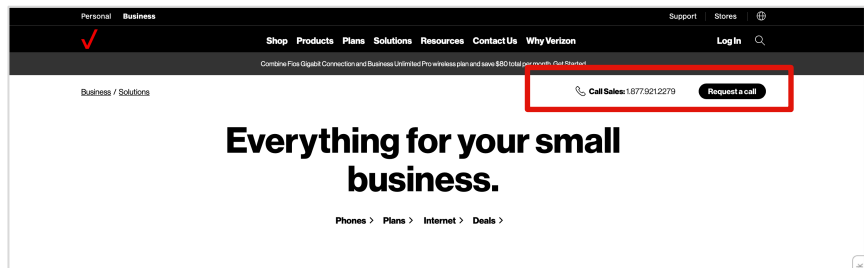
Ex 1: Slack

<https://slack.com/solutions>



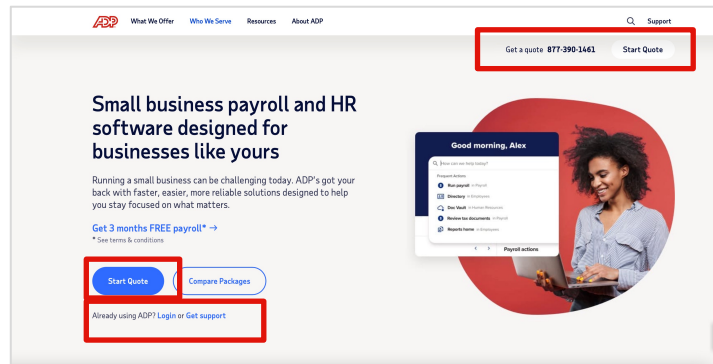
Ex 2: Apple

<https://www.apple.com/retail/business/>



Ex 3: Verizon

<https://www.verizon.com/business/solutions/small-business/>



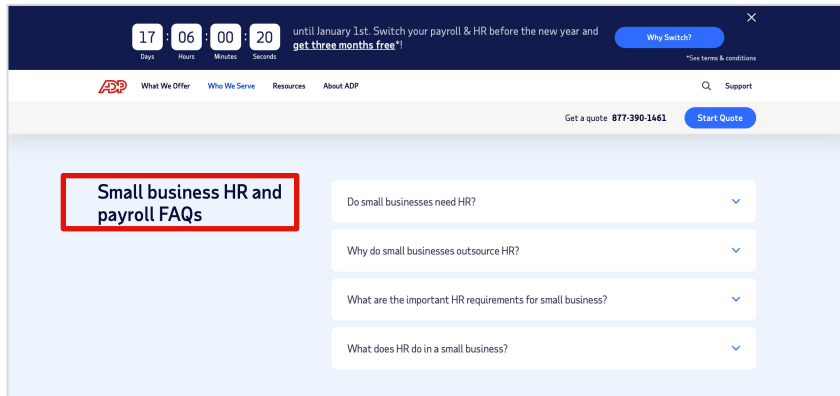
Ex 4: ADP

<https://www.adp.com/who-we-serve/by-business-size/1-49-employees.aspx>

The right level of support.

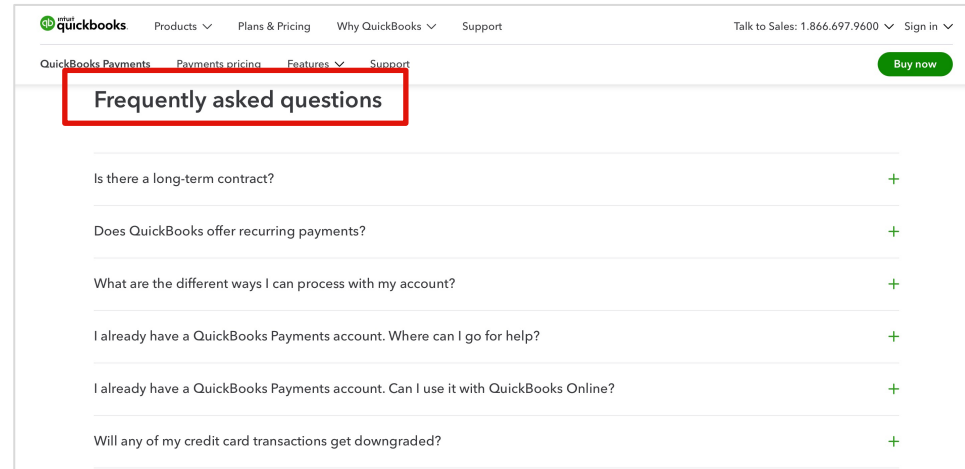
A link or call to action to connect with someone in customer service or support is usually found at the bottom of a landing page as a logical next step. Many of the best-in-class pages we reviewed also seemed to take into account that a large portion of SMB users may novices who have arrived at the page to lean. By placing support CTAs in the hero section at the top of the page, you can ensure that users can find it and show that your brand understands SMB audiences and the type of support they will likely need.

SMB Solutions Page – 7. Frequently Asked Questions Best-in-class



Ex 1: ADP

<https://www.adp.com/who-we-serve/by-business-size/1-49-employees.aspx>



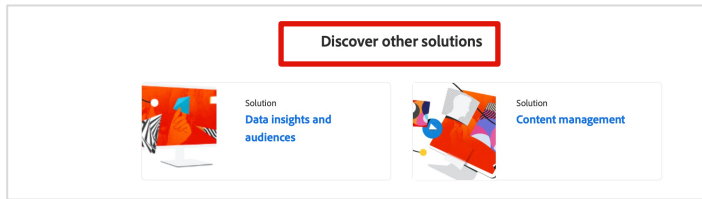
Ex 2: Quickbooks

<https://quickbooks.intuit.com/payments/>

The next best thing to a human.

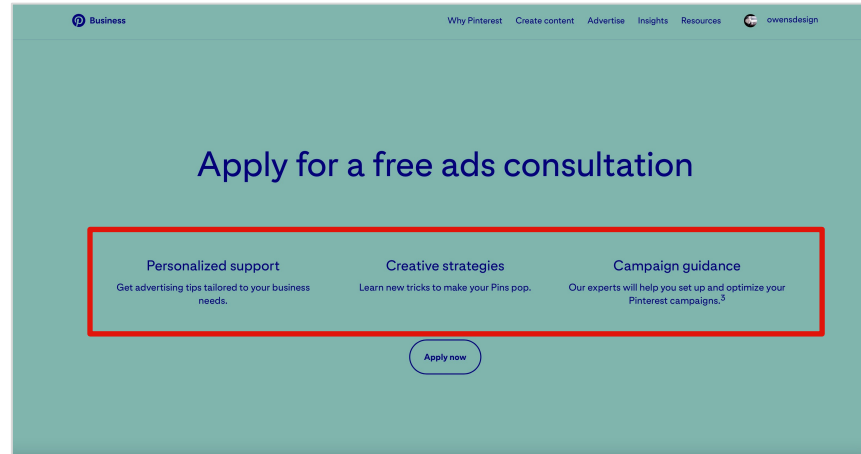
Best-in-class sites also employed FAQs on SMB pages logically tailored for SMB customers. FAQs can help clarify concepts, address concerns, reduce frustration, and remove prospects' obstacles to conversion online.

SMB Solutions Page – 8. Next Steps Best-in-class



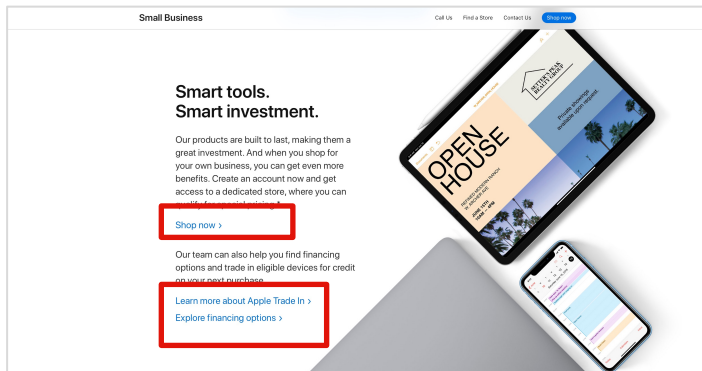
Ex 1: Adobe

<https://business.adobe.com/products/analytics/adobe-analytics.html>



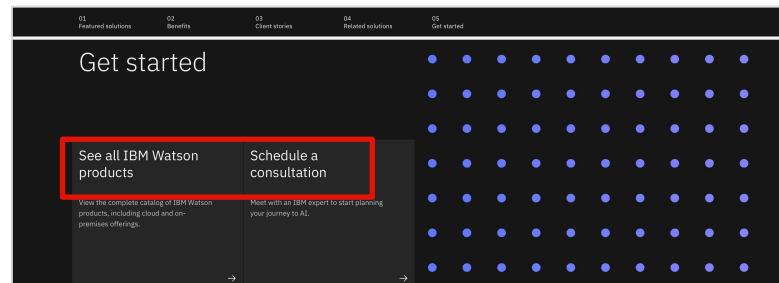
Ex 2: Pinterest

<https://business.pinterest.com/en/>



Ex 3: Apple

<https://www.apple.com/retail/business/>



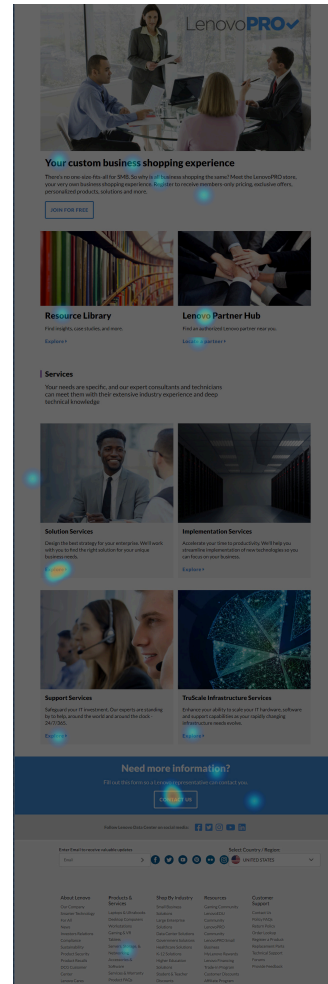
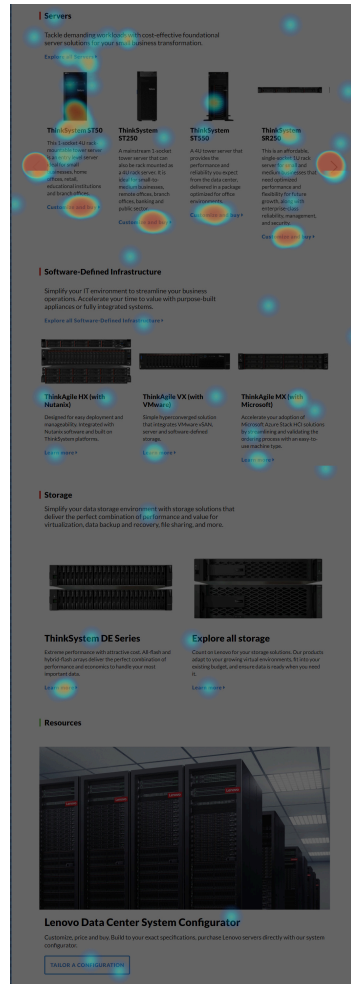
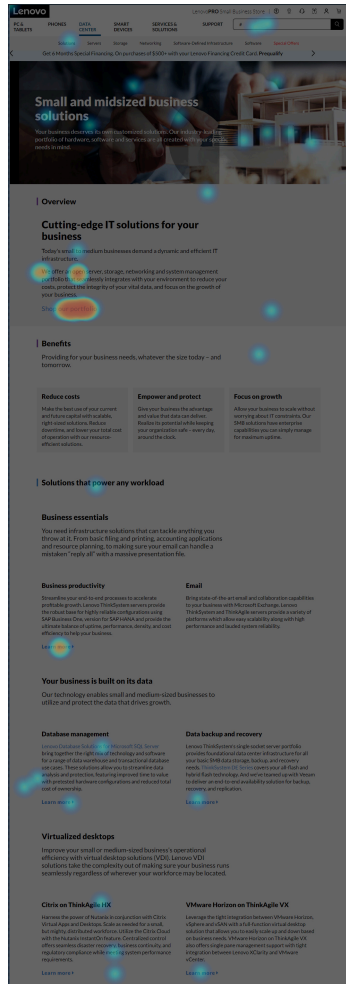
Ex 4: IBM

https://www.ibm.com/it-infrastructure?lnk=hpmps_buit

Logical next steps.

Next steps varied on best-in-class examples, but what they all shared in common is that result of the specified action or actions were plainly explained to users. None of the examples were generic CTAs and all were designed to move the user down the sales funnel.

SMB Solutions Page – Key Metrics



Unique Visitors 2,475

Visits 2,890

Return Visitors 1,474 / 51%

Page Views 3,245

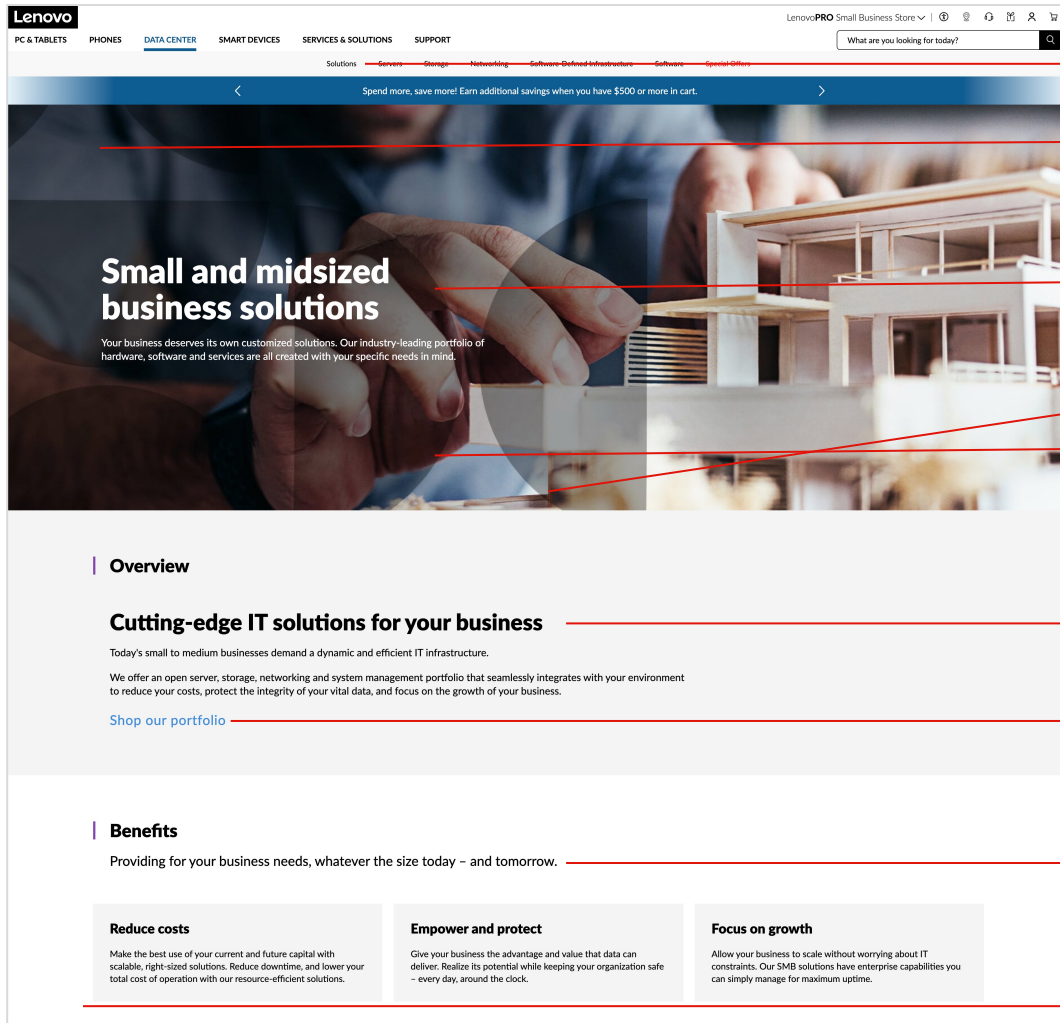
Average Time 0:48

Bounce Rate 35.87%



A large number of users are clicking on the “Shop our portfolio” button at the top which then jumps users directly down to the product portion of the page. In doing so the entire section of the page that helps to guide and teach users is nearly negated with only a small portion of users clicking any of the CTAs within this section. This could also account for the very low average time on page.

SMB Solution Page – Key Issues



Top-level navigation isn't activated.

Missing breadcrumbs to take you back to solutions.

Generic marketing speak. Try leading with a SMB point-of-view.

This is a long page and could benefit from on-page navigation that lets users jump to separate sections.

Imagery is nice, but a bit abstract. Could be a hobbyist vs. a person running a business on Lenovo.

Inappropriate CTA. Viewers have landed on the page to learn. "Shop Our Portfolio" takes users away from the goal of the page.

Not "whatever the size." The copy on the page needs to directly address SMBs.

Section addresses high level benefits but never pays off how SMBs can own those benefits through the solutions listed below.

SMB Solution Page – Key Issues

Solutions that power any workload

Business essentials
You need infrastructure solutions that can tackle anything you throw at it. From basic filing and printing, accounting applications and resource planning, to making sure your email can handle a mistaken "reply all" with a massive presentation file.

Business productivity
Streamline your end-to-end processes to accelerate profitable growth. Lenovo ThinkSystem servers provide the robust base for highly reliable configurations using SAP Business One, version for SAP HANA and provide the ultimate balance of uptime, performance, density, and cost efficiency to help your business.
[Learn more >](#)

Email
Bring state-of-the-art email and collaboration capabilities to your business with Microsoft Exchange. Lenovo ThinkSystem and ThinkAgile servers provide a variety of platforms which allow easy scalability along with high performance and trusted system reliability.
[Learn more >](#)

Your business is built on its data
Our technology enables small and medium-sized businesses to utilize and protect the data that drives growth.

Database management
Lenovo Database Solutions for Microsoft SQL Server bring together the right mix of technology and software for a range of data warehouse and transactional database use cases. These solutions allow you to streamline data analysis and protection, featuring improved time to value with pretested hardware configurations and reduced total cost of ownership.
[Learn more >](#)

Data backup and recovery
Lenovo ThinkSystem's single socket server portfolio provides foundational data center infrastructure for all your basic SMB data storage, backup, and recovery needs. ThinkSystem DE Series covers your all-flash and hybrid flash technology. And we've teamed up with Veeam to deliver an end-to-end availability solution for backup, recovery, and replication.
[Learn more >](#)

Virtualized desktops
Improve your small or medium-sized business's operational efficiency with virtual desktop solutions (VDI). Lenovo VDI solutions take the complexity out of making sure your business runs seamlessly regardless of wherever your workforce may be located.

Citrix on ThinkAgile HX
Harness the power of Nutanix in conjunction with Citrix Virtual Apps and Desktops. Scale as needed for a small, but mighty, distributed workforce. Utilize the Citrix Cloud with the Nutanix InstantOn feature. Centralized control offers seamless disaster recovery, business continuity, and regulatory compliance while meeting system performance requirements.
[Learn more >](#)

VMware Horizon on ThinkAgile VX
Leverage the tight integration between VMware Horizon, vSphere and vSAN with a full-function virtual desktop solution that allows you to easily scale up and down based on business needs. VMware Horizon on ThinkAgile VX also offers single pane management support with tight integration between Lenovo XClarity and VMware vCenter.
[Learn more >](#)

Header should be labeled Small Business Solutions. Loose the "power any workload" because it's too generic.

Try organizing the solutions to align with the benefits listed above on the page.

Missing link to explore the solution.

There is no design differentiation between the overview and solutions section. That, paired with a lack of imagery in this section, makes it hard for readers to focus on the purpose of the content. Try creating a unique style for SMB solutions and including a thumbnail image for each to help tell the SMB story.

Overall, way too much jargon in all of the Solution descriptions. The copy should be targeted to SMB segment in a problem/solution structure that helps SMBs understand the high-level benefits of the solution in context to common SMB needs and goals.

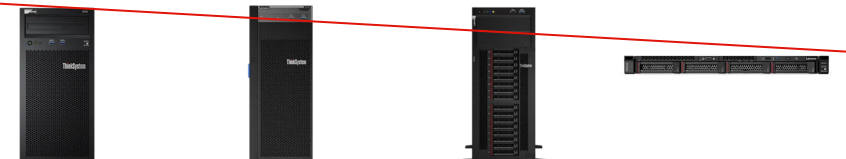
Consider bringing a pull quote or some part of the editorial content from the stories forward on this page to give audiences a sneak peek at real customer inputs.

SMB Solution Page – Key Issues

Servers

Tackle demanding workloads with cost-effective foundational server solutions for your small business transformation.

[Explore all Servers >](#)



ThinkSystem ST50
This 1-socket 4U rack-mountable tower server is an entry level server ideal for small businesses, home offices, retail, educational institutions and branch offices.
[Customize and buy >](#)

ThinkSystem ST250
A mainstream 1-socket tower server that can also be rack mounted as a 4U rack server. It is ideal for small-to-medium businesses, remote offices, branch offices, banking and public sector.
[Customize and buy >](#)


ThinkSystem ST550
A 4U tower server that provides the performance and reliability you expect from the data center, delivered in a package optimized for office environments.
[Customize and buy >](#)

ThinkSystem SR250
This is an affordable, single-socket 1U rack server for small and medium businesses that need optimized performance and flexibility for future growth, along with enterprise-class reliability, management, and security.
[Customize and buy >](#)

Software-Defined Infrastructure

Simplify your IT environment to streamline your business operations. Accelerate your time to value with purpose-built appliances or fully integrated systems.

[Explore all Software-Defined Infrastructure >](#)



ThinkAgile HX (with Nutanix)
Designed for easy deployment and manageability. Integrated with Nutanix software and built on ThinkSystem platforms.
[Learn more >](#)

ThinkAgile VX (with VMware)
Simple hyperconverged solution that integrates VMware vSAN, server and software-defined storage.
[Learn more >](#)

ThinkAgile MX (with Microsoft)
Accelerate your adoption of Microsoft Azure Stack HCI solutions by streamlining and validating the ordering process with an easy-to-use machine type.
[Learn more >](#)

This header should say SMB Products. Servers, Software and Storage should be sub-categories underneath Products.

“Exploring All Servers” defeats the purpose of the page—honing-in on what works for SMBs. A better choice would be “Explore all SMB Servers” with a link to page that shows all SMB filtered servers.

Product images and product names should also link to the same place as the “Learn More” CTA.


“Exploring All Software-defined Infrastructure” defeats the purpose of the page—honing-in on what works for SMBs. A better choice would be “Explore all Software-defined Infrastructure” with a link to page that shows all SMB filtered options.

Product images and product names should also link to the same place as the “Learn More” CTA.

SMB Solution Page – Key Issues

Storage

Simplify your data storage environment with storage solutions that deliver the perfect combination of performance and value for virtualization, data backup and recovery, file sharing, and more.




ThinkSystem DE Series
Extreme performance with attractive cost. All-flash and hybrid flash arrays deliver the perfect combination of performance and economics to handle your most important data.
[Learn more >](#)


Explore all storage
Count on Lenovo for your storage solutions. Our products adapt to your growing virtual environments, fit into your existing budget, and ensure data is ready when you need it.
[Learn more >](#)

Resources

Lenovo Data Center System Configurator
Customize, price and buy. Build to your exact specifications, purchase Lenovo servers directly with our system configurator.
[TAILOR A CONFIGURATION](#)



Your custom business shopping experience
There's no one-size-fits-all for SMB. So why is all business shopping the same? Meet the LenovoPRO store, your very own business shopping experience. Register to receive members-only pricing, exclusive offers, personalized products, solutions and more.
[JOIN FOR FREE](#)



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

Missing descriptor text for Resources. It should specifically communicate that the resources are for SMBs.

At this point in the page, they might be ready to browse and shop, but they're definitely not ready to configure. Consider placing a specific SMB guide or resource here.

Inappropriate content and CTA. Users don't have enough context to find value in the CTA. This would be a more appropriate option for a "Next Step" at the bottom of the page.

SMB Solution Page – Key Issues

The screenshot displays the SMB Solution Page layout. At the top, there are two main sections: 'Resource Library' and 'Lenovo Partner Hub'. Below these is a 'Services' section with four sub-categories: 'Solution Services', 'Implementation Services', 'Support Services', and 'TruScale Infrastructure Services'. At the bottom, there is a blue 'Need more information?' section with a 'CONTACT US' button, followed by social media links, a newsletter sign-up form, and a footer with various navigation links.

Resource Library
Find insights, case studies, and more.
[Explore >](#)

Lenovo Partner Hub
Find an authorized Lenovo partner near you.
[Locate a partner >](#)

Services
Your needs are specific, and our expert consultants and technicians can meet them with their extensive industry experience and deep technical knowledge

Solution Services
Design the best strategy for your enterprise. We'll work with you to find the right solution for your unique business needs.
[Explore >](#)

Implementation Services
Accelerate your time to productivity. We'll help you streamline implementation of new technologies so you can focus on your business.
[Explore >](#)

Support Services
Safeguard your IT investment. Our experts are standing by to help, around the world and around the clock - 24/7/365.
[Explore >](#)

TruScale Infrastructure Services
Enhance your ability to scale your IT hardware, software and support capabilities as your rapidly changing infrastructure needs evolve.
[Explore >](#)

Need more information?
Fill out this form so a Lenovo representative can contact you.
[CONTACT US](#)

Follow Lenovo Data Center on social media: [f](#) [t](#) [@](#) [v](#) [in](#)

Enter Email to receive valuable updates
Email

Select Country / Region:
UNITED STATES

About Lenovo
Our Company
Search Technology For All
News
Industry Relations
Compliance
Sustainability
Product Security
Product Recall
DCC Customer Center
Lenovo Care
Careers

Products & Services
Laptops & Ultrabooks
Desktop Computers
Workstations
Gaming & VR
Tablets
Servers, Storage, & Networking
Accessories & Software
Services & Warranty
Product FAQs
Outlet
Lenovo Creators

Shop By Industry
Small Business Solutions
Large Enterprise Solutions
Data Center Solutions
Government Solutions
Healthcare Solutions
K-12 Education
Higher Education Solutions
Student & Teacher Discounts
Healthcare Discounts
First Responders & Military Discount
Senior Discounts

Resources
Getting Community
LenovoEDU Community
LenovoPRO Community
LenovoPRO Small Business
MyLenovo Rewards
Lenovo Financing
Track-a-Program
Customer Discounts
Affiliate Program
AT&T Program
Employee Purchase Program
Laptop-Beating Guide

Customer Support
Contact Us
Policy/FAQ
Return Policy
Order Lookup
Register a Product
Replacement Parts
Technical Support
Forums
Provide Feedback

Instead of a generic link or bucket for actual resources, Lenovo should pull out some of the SMB specific resources from the Resource Library (or create new ones) and provide direct links to access them.

At this point in the journey, service touchpoints should be tied directly to Lenovo SMB experts or sales. The buckets to the various services categories are not relevant to the SMB customer in this journey.

Main CTA on the page is too generic and doesn't support a user's cognitive processing. Users would expect a direct link to a SMB expert or a SMB sales team. Consider adding a phone channel to the CTA due to the complexity of the service, pricing and implementation components that go along with the Solutions.

SMB Solutions – Key Recommendations

Recommendations for Change:

Small business point of view

Targeted messaging feels too generic, lacks brand personality. Users should get a feel for the brand and understand Lenovo's unique value proposition for SMBs.

Play up the goals

Reframe the benefits portion as clear SMB goals. Then align the content on the rest of the page with achieving those goals.

Imagery

The page lacks imagery overall which makes it feel uninviting to visitors. 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.

Labeling

Standardize the labeling on solutions (i.e., "Run Your Business, Make Your Data Work Your Way, Support Your Business from Anywhere"). Make a clear label for "Products" and nestle product categories underneath.

Structure

Too many sections, everything looks the same, no clear hierarchy. Try a redesign using a special/new solutions template just for targeted audiences

Resources

Resources are too generic for SMB audience and too far off from the goal of the page. For instance, if the audience is here to learn about solutions to solve SMB problems, taking them to the configurator doesn't make sense. At this point in their journey, they probably don't even know which products can be configured. Lenovo Pro might be a good next step that belongs elsewhere on the page, but it's not a learning resource per se. It also directly competes with the "Shop Our Portfolio" CTA at the top of the page. A link out to the Resource Center is OK as a secondary link in resources, but the page itself should house a selection of individual, SMB-specific resources with links.

Next Steps

The CTA bar at the bottom of the page could be improved with more tailored, SMB text and offer, and other logical steps could be added to the section to give users multiple options to move forward in the funnel.

ROI and Social Proof

The CTA bar at the bottom of the page could be improved with more tailored, SMB text and offer, and other logical steps could be added to the section to give users multiple options to move forward in the funnel.

Appendix


Lenovo

Sources

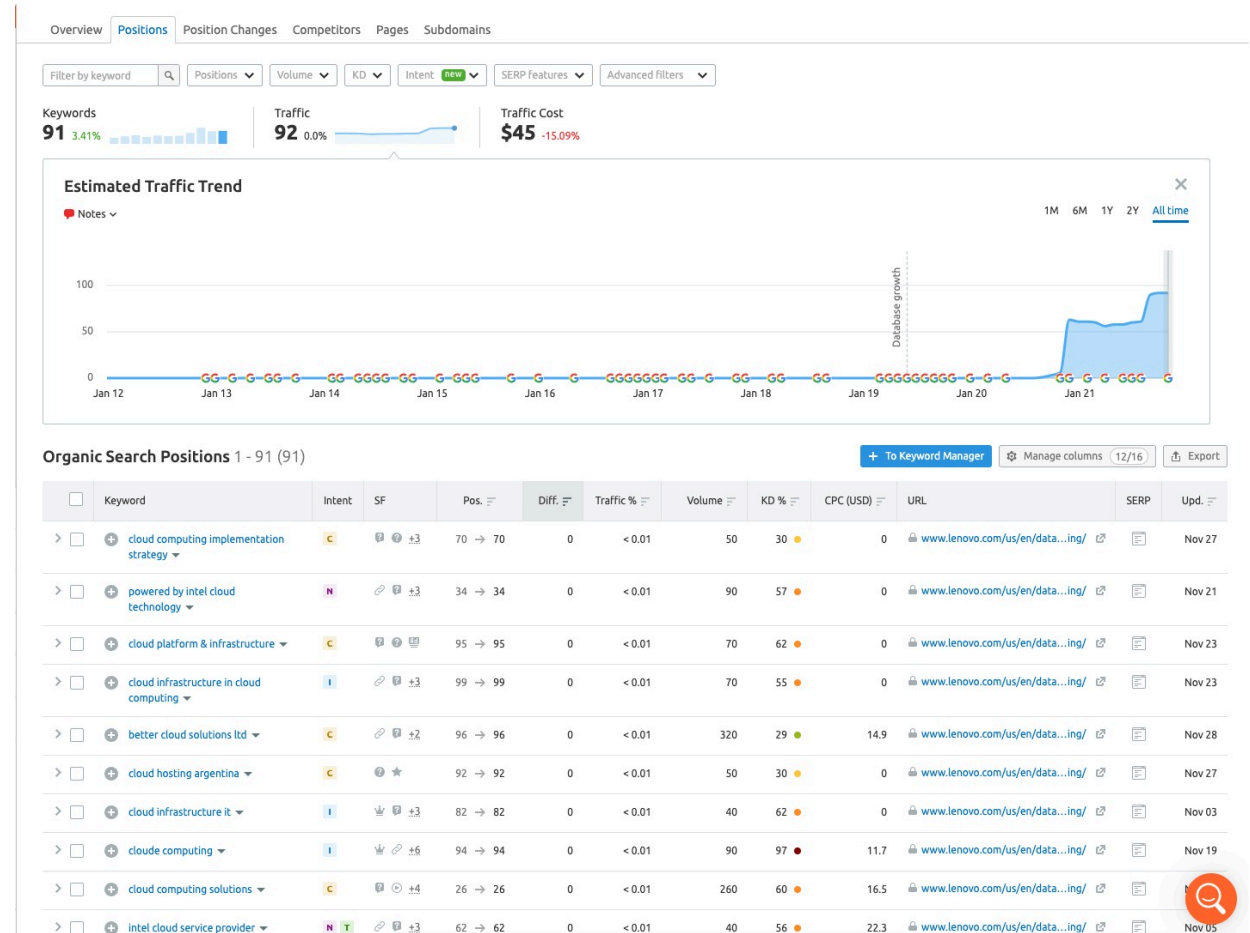
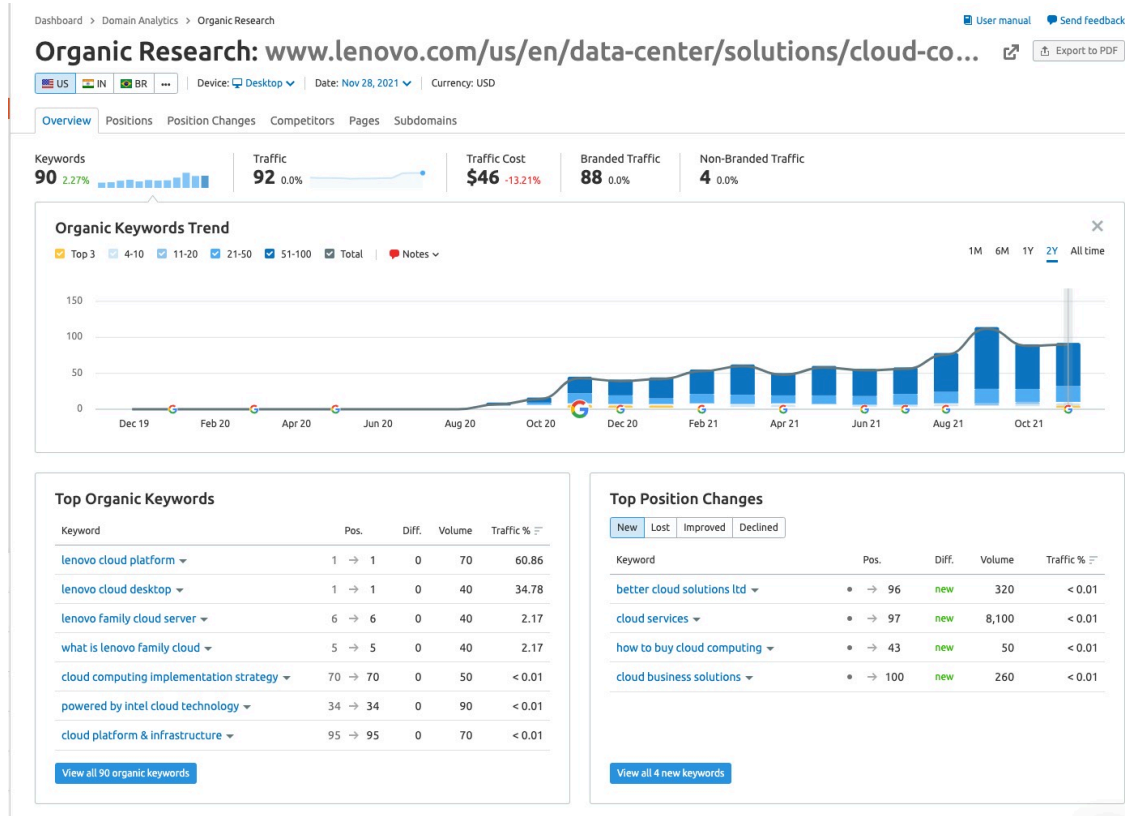
1. Adobe Analytics, October 1, 2021 – October 31, 2021
2. SEMRush, November 28, 2019 – November 28, 2021.
3. Baymard Institute: <https://baymard.com/>
4. Nielsen Norman Group: <https://www.nngroup.com/>
5. Quantum Metric, August 1, 2021 – October 31, 2021
6. Qualtrics Study 2021

Audit Scoring Document

https://docs.google.com/spreadsheets/d/1L-WOUJE19_5I7Sn9nAdtag_GUgrTA_UX4XXozhMDuwl/edit?usp=sharing

	A	B	C	D	E	F	G	H	I	
1		QUALITY OF CONTENT	<p>The 5-point scale Since evaluating content quality is inherently subjective, we use a number scoring system to rank content consistently. A score of 5 means the content is high quality and does not cause significant problems for users. By ranking pages between 1 and 5 for all criteria and then averaging the scores, we can calculate an overall quality score for each area of the page. For example, a page littered with spelling mistakes and poor grammar would rank a 1 or 2 (depending on the cringeworthiness of the content) and tone.</p>							
2			Data Center: Point of View					POV		
3	URL:		Cloud Computing	Analytics & AI	As a Service	Edge Computing	NC State	T Systems	Aportes-en-linea	
7		Page elements, such as images, videos, and links are used appropriately and consistently	3	3	3	3	3	3	3	
8	Plain language, grammar & punctuation	Content contains no jargon	3	2	3	1	4	2	3	
9		Content uses active voice	4	3	4	3	4	4	4	
10		Content follows web writing best practices	2	2	2	2	4	3	3	
11		Content avoids nominalizations, redundancies, cliches, and long sentences	2	1	1	1	3	3	3	
12	Content focus, efficiency, effectiveness, and context	Content is focused on one topic and purpose per page	4	4	4	4	5	5	5	
13		Content conveys information succinctly. No info dumps	2	2	2	2	4	3	4	
14		Content is easy to understand	2	2	2	2	4	3	3	
15		User has sufficient context to understand the page if the page can be landed on via natural search or browsing. The user does not need to have visited previous pages to understand the current one	3	3	2	4	4	3	3	
16	Voice and tone	Content meets brand guidelines	4	4	4	3	5	3	3	
17		Tone is appropriate for the audience, purpose, and channel	4	4	4	4	5	4	4	
18	Calls to action or next steps	Content contains clear calls to action or next steps	3	3	3	3	4	4	4	
19		User knows what to do next	3	3	2	3	3	3	3	
20	Information design and writing standards are professional and effective	Content has no spelling or grammatical errors	5	2	5	4	4	3	3	
21		Content is easy to read and understand	3	3	3	3	4	3	3	
22		Titles, headings, and text are consistent and effective	3	3	3	3	4	4	4	
23		Content is supported graphically	3 (Hero image unrelated, some images too generic)	3 (Hero image unrelated, some images too generic)	3 (Hero image unrelated, some images too generic)	3 (Hero image unrelated, some images too generic)	3 (Hero image unrelated, some images too generic)	4	4	4

Cloud Computing POV Meta Data



Analytics & AI POV Meta Data

Dashboard > Domain Analytics > Organic Research User manual Send feedback

Organic Research: www.lenovo.com/us/en/data-center/solutions/analytics-...

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

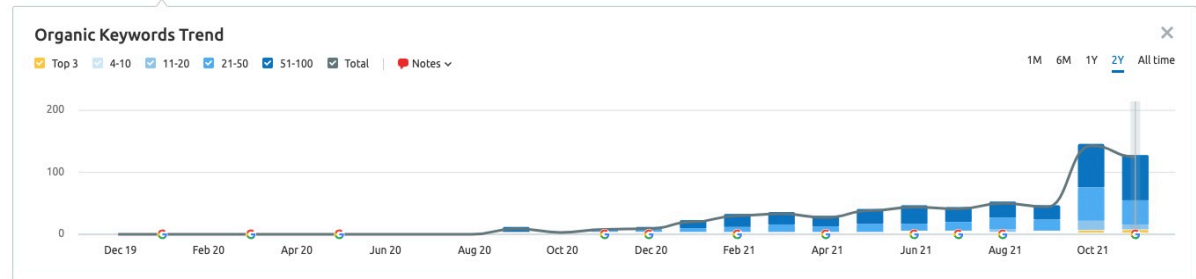
Keywords **125** -12.59%

Traffic **99** 50.0%

Traffic Cost **\$273** 5.81%

Branded Traffic **64** 0.0%

Non-Branded Traffic **35** 1,650.0%



Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
lenovo ia	1 → 1	0	40	32.32
deep learning software stack	1 → 1	0	70	32.32
lenovo machine learning	1 → 1	0	20	16.16
lenovo ai workstation	1 → 1	0	20	16.16
lenovo thinkpad for data science	4 → 4	0	30	2.02
ai pc	11 → 11	0	40	1.01
best laptops for big data analytics	78 → 78	0	50	< 0.01

[View all 125 organic keywords](#)

Top Position Changes

New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
ai analytics	• → 92	new	320	< 0.01

[View all 1 new keywords](#)

Dashboard > Domain Analytics > Organic Research User manual Send feedback

Organic Research: www.lenovo.com/us/en/data-center/solutions/analytics-...

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

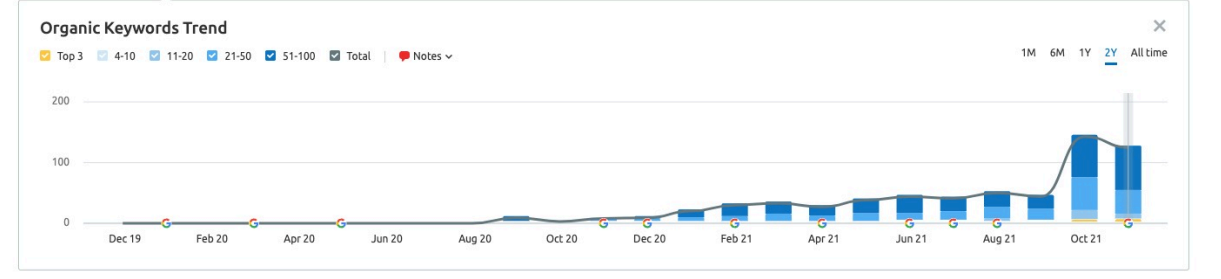
Keywords **125** -12.59%

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ai pc	11 → 11	0	40	1.01
best laptops for big data analytics	78 → 78	0	50	< 0.01

[View all 125 organic keywords](#)

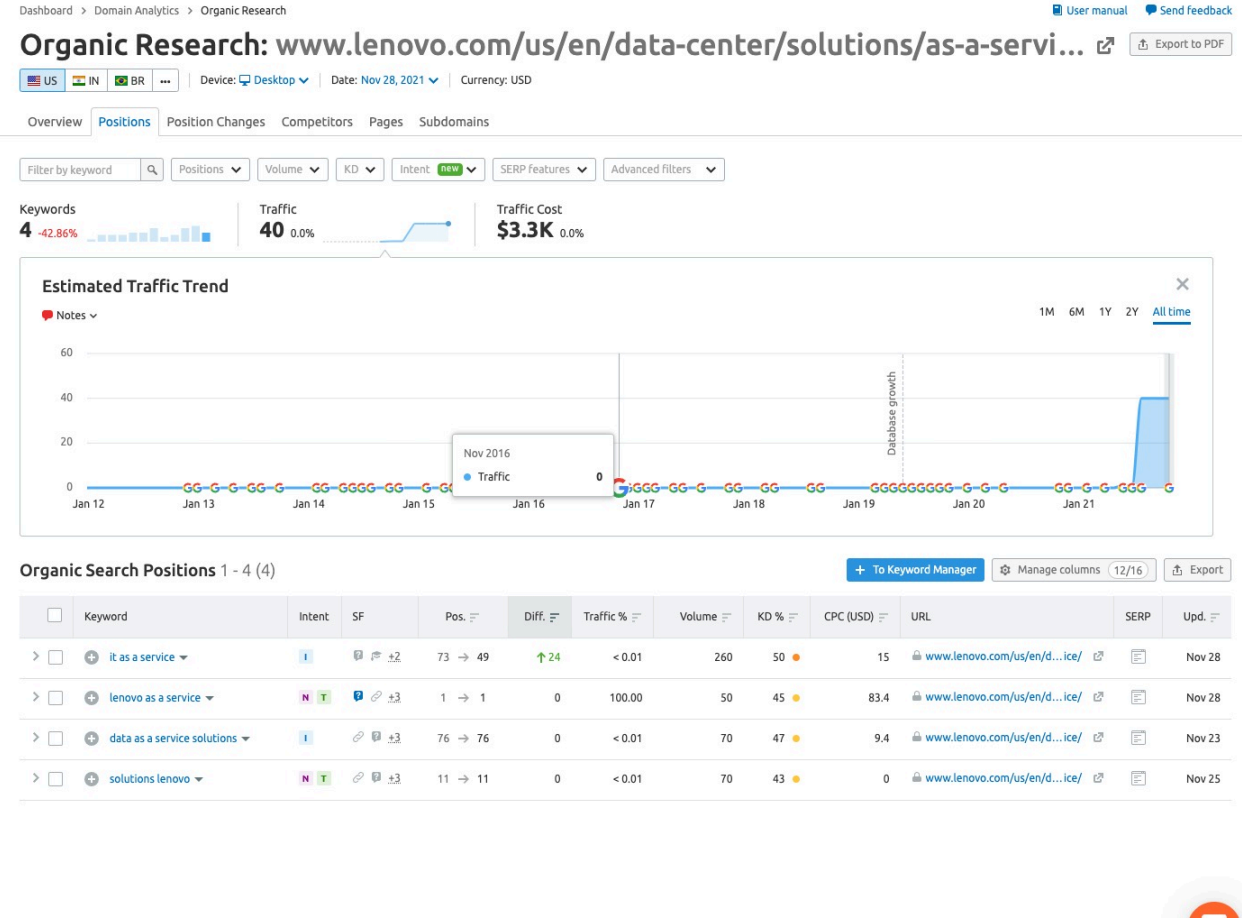
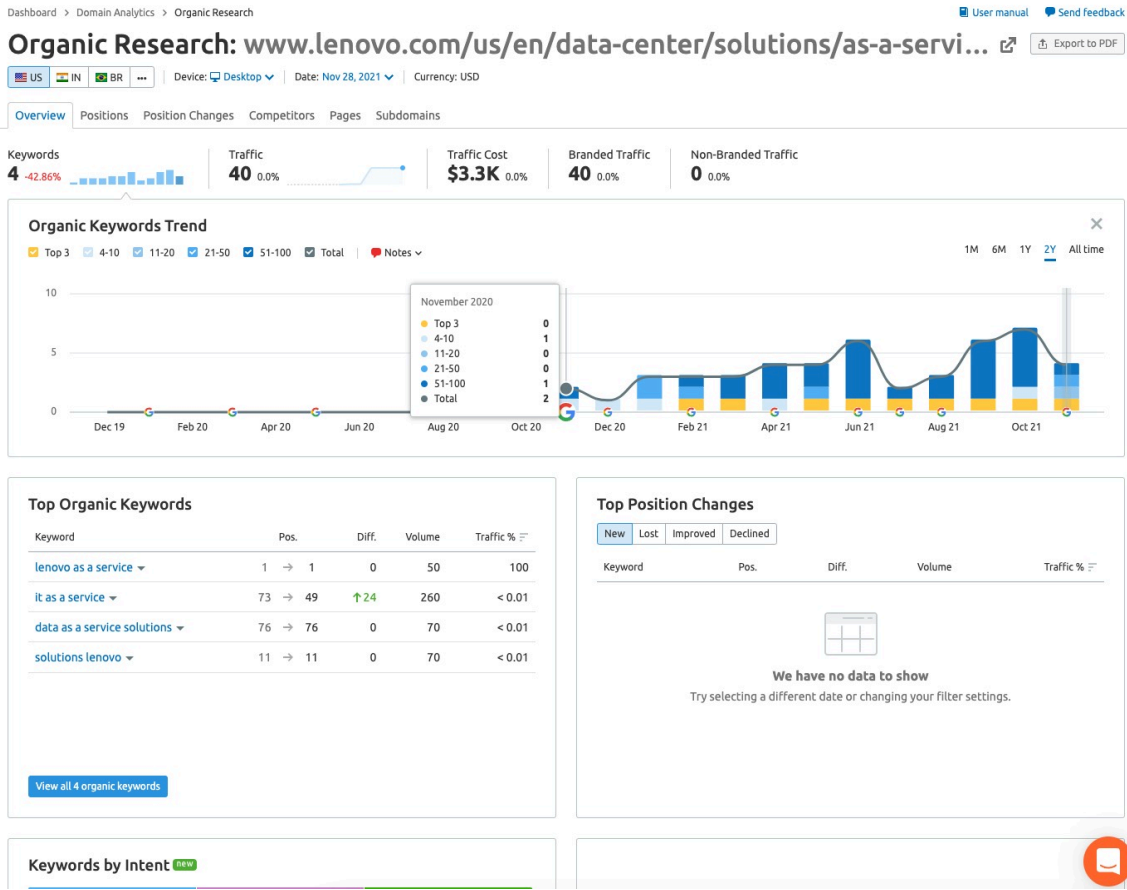
Top Position Changes

New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
ai analytics	• → 92	new	320	< 0.01

[View all 1 new keywords](#)

As-a-Service POV Meta Data



Edge Computing POV Meta Data

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/edge-co...

US IN BR ... | Device: Desktop | Date: Nov 28, 2021 | Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword | Positions | Volume | KD | Intent: **new** | SERP Features | Advanced filters

Keywords: **78** 27.87% | Traffic: **24** 0.0% | Traffic Cost: **\$247** 12.27%

Organic Search Positions 1 - 78 (78)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
edge computing hardware	I	+3	30 → 30	0	< 0.01	70	16	15.1	www.lenovo.com/us/en/d...ing/		Nov 22
edge and iot	I	+4	60 → 60	0	< 0.01	40	47	10.4	www.lenovo.com/us/en/d...ing/		Nov 04
edge computing processor	I	+3	59 → 59	0	< 0.01	70	54	0	www.lenovo.com/us/en/d...ing/		Nov 23
red hat edge computing	N	+3	89 → 89	0	< 0.01	30	51	8.2	www.lenovo.com/us/en/d...ing/		Nov 07
edge 1 solutions	N		37 → 37	0	< 0.01	70	37	0	www.lenovo.com/us/en/d...ing/		Nov 23
computing at the edge	I	+4	64 → 64	0	< 0.01	70	76	12.2	www.lenovo.com/us/en/d...ing/		Nov 22
benefits of edge computing	C	+3	80 → 80	0	< 0.01	110	50	9.2	www.lenovo.com/us/en/d...ing/		Nov 10
what is edge computing	I	+5	53 → 53	0	< 0.01	3,600	78	8.4	www.lenovo.com/us/en/d...ing/		

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/edge-co...

US IN BR ... | Device: Desktop | Date: Nov 28, 2021 | Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Keywords: **78** 27.87% | Traffic: **24** 0.0% | Traffic Cost: **\$247** 12.27% | Branded Traffic: **2** 0.0% | Non-Branded Traffic: **22** 0.0%

Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
edge computing	22 → 23	↓ 1	14,800	91.66
lenovo edge	2 → 2	0	110	8.33
edge computing hardware	30 → 30	0	70	< 0.01
edge and iot	60 → 60	0	40	< 0.01
edge computing processor	59 → 59	0	70	< 0.01
red hat edge computing	89 → 89	0	30	< 0.01
edge 1 solutions	37 → 37	0	70	< 0.01

[View all 78 organic keywords](#)

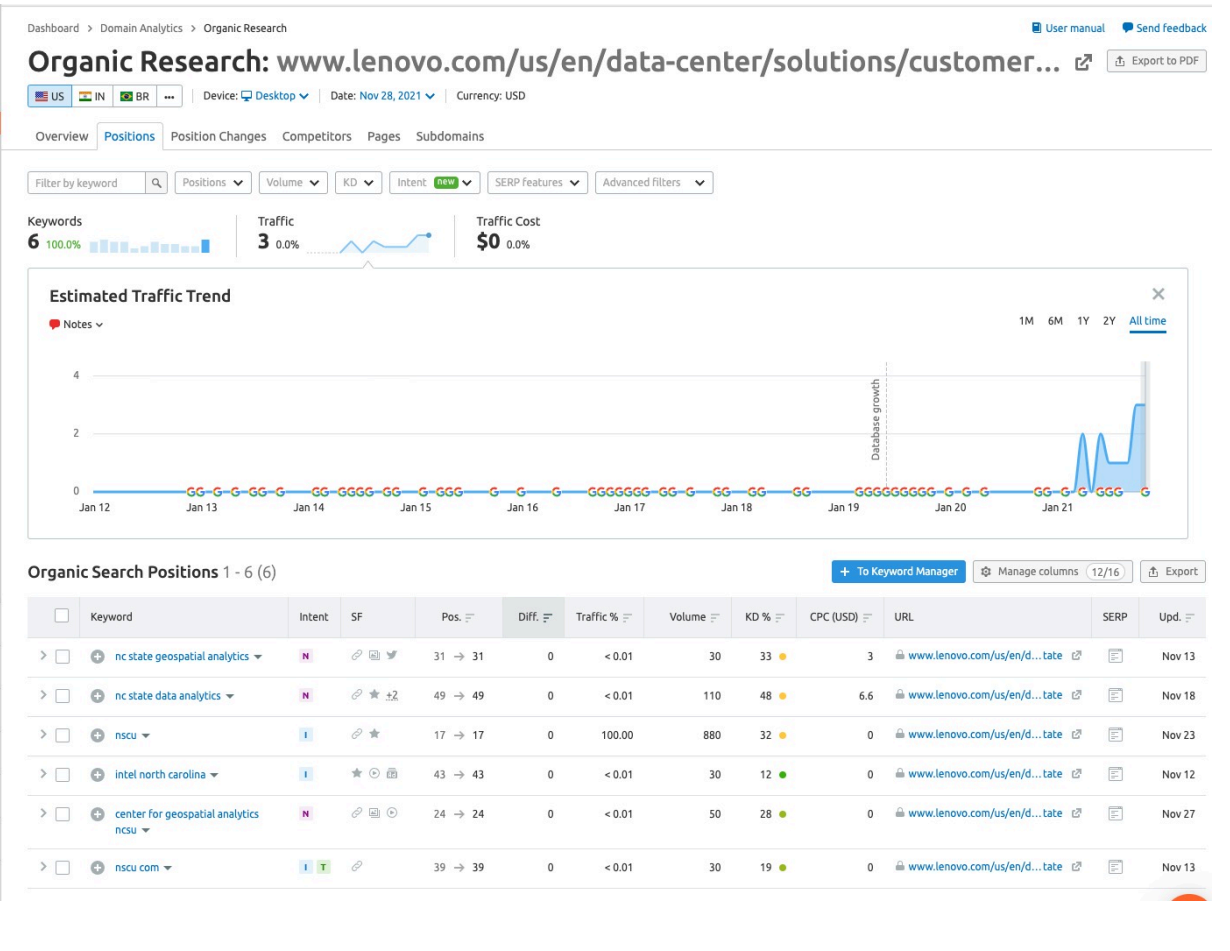
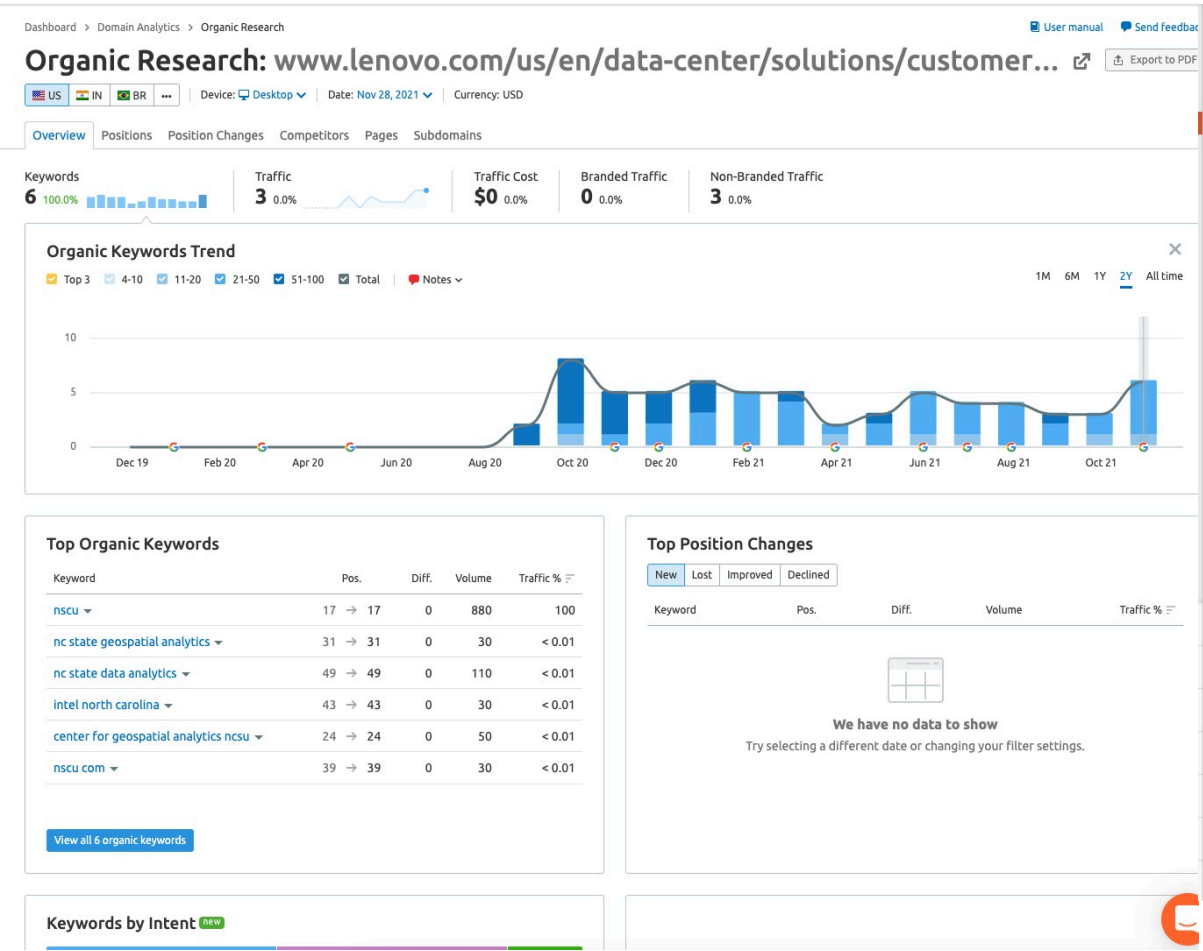
Top Position Changes

New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
We have no data to show Try selecting a different date or changing your filter settings.				

Keywords by Intent: **new**

NC State Customer Story Meta Data



T-Systems Customer Story Meta Data

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer... [Export to PDF](#)

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD Intent **new** SERP Features Advanced filters

Keywords **9** -18.18% Traffic **2** -50.0% Traffic Cost **\$7** -22.22%

Organic Search Positions 1 - 9 (9) [To Keyword Manager](#) [Manage columns \(12/16\)](#) [Export](#)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
t systems data center biere	I	📄🔍📄	79 → 79	0	< 0.01	30	9	0	www.lenovo.com/us/en/d...tems	📄	Nov 14
t systems cloud	N	📄	17 → 17	0	< 0.01	70	25	0	www.lenovo.com/us/en/d...tems	📄	Nov 25
t systems sap cloud	I	📄🔍📄	12 → 12	0	< 0.01	30	4	0	www.lenovo.com/us/en/d...tems	📄	Nov 14
t systems europe	I	📄🔍📄	19 → 19	0	< 0.01	50	38	0	www.lenovo.com/us/en/d...tems	📄	Nov 01
t systems customers	I	📄🔍📄	8 → 8	0	50.00	50	32	0	www.lenovo.com/us/en/d...tems	📄	Nov 01
tsystems	I T	📄🔍📄	14 → 14	0	50.00	260	64	4.1	www.lenovo.com/us/en/d...tems	📄	Nov 25
t systems security	N	📄🔍📄	22 → 22	0	< 0.01	30	29	0	www.lenovo.com/us/en/d...tems	📄	Nov 15
t systems in cloud computing	N T	📄🔍📄	13 → 13	0	< 0.01	50	25	0	www.lenovo.com/us/en/d...tems	📄	

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer... [Export to PDF](#)

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Keywords **9** -18.18% Traffic **2** -50.0% Traffic Cost **\$7** -22.22% Branded Traffic **0** 0.0% Non-Branded Traffic **2** -50.0%

Organic Keywords Trend Top 3 4-10 11-20 21-50 51-100 Total Notes

Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
t systems customers	8 → 8	0	50	50
tsystems	14 → 14	0	260	50
t systems data center biere	79 → 79	0	30	< 0.01
t systems cloud	17 → 17	0	70	< 0.01
t systems sap cloud	12 → 12	0	30	< 0.01
t systems europe	19 → 19	0	50	< 0.01
t systems security	22 → 22	0	30	< 0.01

[View all 9 organic keywords](#)

Top Position Changes New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
We have no data to show Try selecting a different date or changing your filter settings.				

Keywords by Intent **new**

Intent Keywords Traffic

[Add your widget](#)

Aportes en Línea Customer Story Meta Data

Dashboard > Domain Analytics > Organic Research User manual Send feedback

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

US IN BR ... | Device: Desktop | Date: Nov 28, 2021 | Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword | Positions | Volume | KD | Intent: **new** | SERP Features | Advanced Filters

Keywords: **4** 300.0% | Traffic: **88** 151.43% | Traffic Cost: **\$20** 0.0%

Organic Search Positions 1 - 4 (4)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
aportes en linea	N	±2	4 → 3	↑1	89.77	4,400	46	0	www.lenovo.com/us/en/d...linea	Nov 28	
aportes en linea colombia	N	±2	11 → 11	0	< 0.01	50	31	0	www.lenovo.com/us/en/d...linea	Nov 26	
linea solutions	N	±3	52 → 52	0	< 0.01	110	26	1.4	www.lenovo.com/us/en/d...linea	Nov 06	
aportes	I		13 → 13	0	10.22	1,000	18	2.3	www.lenovo.com/us/en/d...linea	Nov 26	

Dashboard > Domain Analytics > Organic Research User manual Send feedback

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

US IN BR ... | Device: Desktop | Date: Nov 28, 2021 | Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Keywords: **4** 300.0% | Traffic: **88** 151.43% | Traffic Cost: **\$20** 0.0% | Branded Traffic: **0** 0.0% | Non-Branded Traffic: **88** 151.43%

Organic Keywords Trend

Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
aportes en linea	4 → 3	↑1	4,400	89.77
aportes	13 → 13	0	1,000	10.22
aportes en linea colombia	11 → 11	0	50	< 0.01
linea solutions	52 → 52	0	110	< 0.01

[View all 4 organic keywords](#)

Top Position Changes

Keyword | Pos. | Diff. | Volume | Traffic %

We have no data to show
Try selecting a different date or changing your filter settings.

Keywords by Intent **new**



Hero MotoCorp Customer Story Meta Data

Dashboard > Domain Analytics > Organic Research

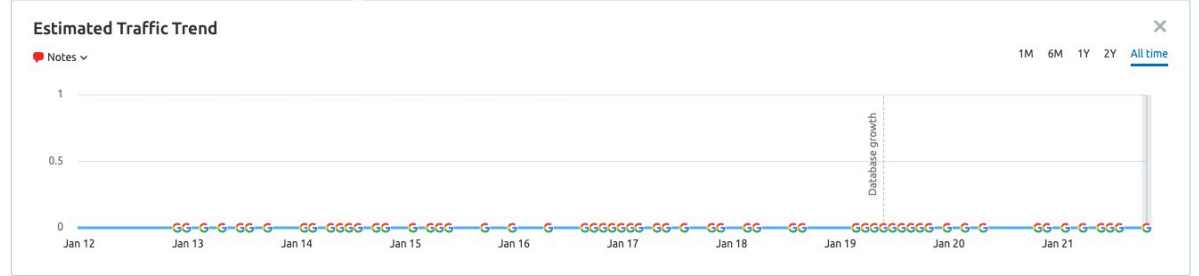
Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD Intent SERP Features Advanced filters

Keywords 5 400.0% Traffic 0 0.0% Traffic Cost \$0 0.0%



Organic Search Positions 1 - 5 (5)

To Keyword Manager Manage columns (12/16) Export

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
hero motocorp	N	+7	26 → 24	↑2	< 0.01	2,400	75	0.6	www.lenovo.com/us/en/d...corp		Nov 28
hero motorcycle trinidad	I T	+2	16 → 16	0	< 0.01	90	17	0	www.lenovo.com/us/en/d...corp		Nov 20
about hero motocorp	I	+6	30 → 30	0	< 0.01	70	47	0	www.lenovo.com/us/en/d...corp		Nov 22
hero motocorp germany	I		74 → 74	0	< 0.01	30	17	0	www.lenovo.com/us/en/d...corp		Nov 12
motocorp	N	+5	22 → 22	0	< 0.01	40	53	0	www.lenovo.com/us/en/d...corp		Nov 05

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

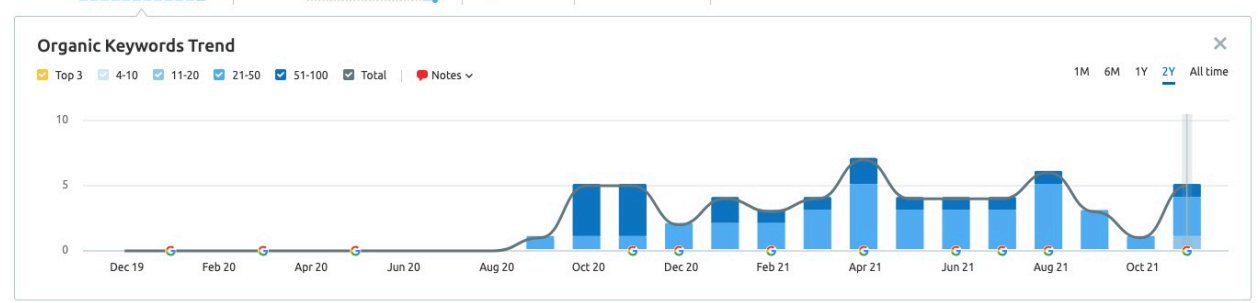
Overview **Positions** Position Changes Competitors Pages Subdomains

Keywords 5 400.0% Traffic 0 0.0% Traffic Cost \$0 0.0% Branded Traffic 0 0.0% Non-Branded Traffic 0 0.0%

Organic Keywords Trend

Top 3 4-10 11-20 21-50 51-100 Total Notes

1M 6M 1Y 2Y All time



Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
hero motorcycle trinidad	16 → 16	0	90	< 0.01
hero motocorp	26 → 24	↑2	2,400	< 0.01
about hero motocorp	30 → 30	0	70	< 0.01
hero motocorp germany	74 → 74	0	30	< 0.01
motocorp	22 → 22	0	40	< 0.01

View all 5 organic keywords

Top Position Changes

New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
<p>We have no data to show</p> <p>Try selecting a different date or changing your filter settings.</p>				

Cellnex Customer Story Meta Data

Dashboard > Domain Analytics > Organic Research [User manual](#) [Send feedback](#)

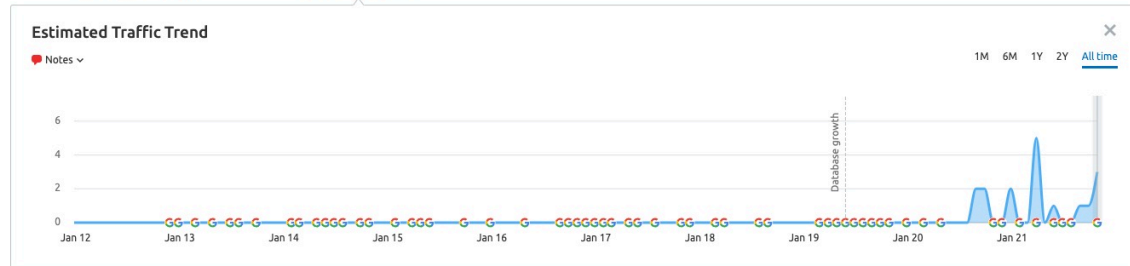
Organic Research: www.lenovo.com/us/en/data-center/solutions/customer... [Export to PDF](#)

US IN BR Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD Intent SERP Features Advanced filters

Keywords **7** 133.33% Traffic **3** 200.0% Traffic Cost **\$0** 0.0%



Organic Search Positions 1 - 7 (7)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
cellnex	I N	10 → 10	0	100.00	590	52	0	www.lenovo.com/us/en/d...lnex	Nov 21		
cellnex telecom	I	13 → 13	0	<0.01	170	49	0	www.lenovo.com/us/en/d...lnex	Nov 18		
burundi telecom operators	I	88 → 88	0	<0.01	50	24	0	www.lenovo.com/us/en/d...lnex	Nov 27		
nex data center	N	67 → 67	0	<0.01	40	26	0	www.lenovo.com/us/en/d...lnex	Nov 05		
cellnex rights issue	I	35 → 35	0	<0.01	50	37	0	www.lenovo.com/us/en/d...lnex	Nov 27		
edge computing telecom	I	63 → 63	0	<0.01	30	37	0	www.lenovo.com/us/en/d...lnex	Nov 07		
mauritania telecom operators	I	• → 97	new	<0.01	50	28	0	www.lenovo.com/us/en/d...lnex	Nov 28		

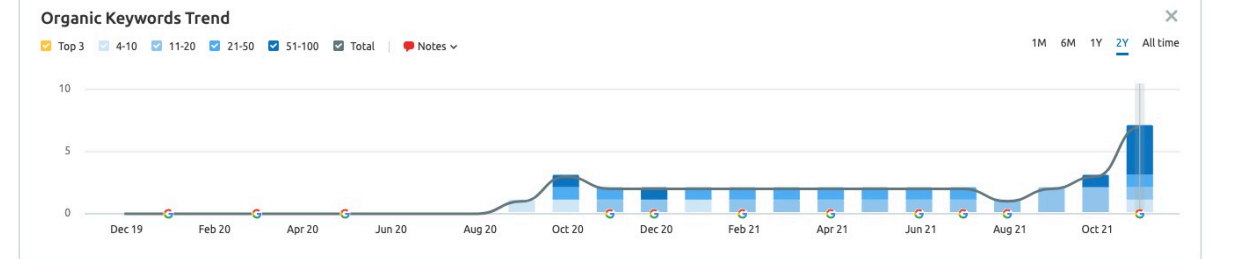
Dashboard > Domain Analytics > Organic Research [User manual](#) [Send feedback](#)

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer... [Export to PDF](#)

US IN BR Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview **Positions** Position Changes Competitors Pages Subdomains

Keywords **7** 133.33% Traffic **3** 200.0% Traffic Cost **\$0** 0.0% Branded Traffic **0** 0.0% Non-Branded Traffic **3** 200.0%



Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
cellnex	10 → 10	0	590	100
cellnex telecom	13 → 13	0	170	<0.01
burundi telecom operators	88 → 88	0	50	<0.01
mauritania telecom operators	• → 97	new	50	<0.01
nex data center	67 → 67	0	40	<0.01
cellnex rights issue	35 → 35	0	50	<0.01
edge computing telecom	63 → 63	0	30	<0.01

[View all 7 organic keywords](#)

Top Position Changes

Keyword	Pos.	Diff.	Volume	Traffic %
mauritania telecom operators	• → 97	new	50	<0.01

[View all 1 new keywords](#)

Hubei Customer Story Meta Data

Dashboard > Domain Analytics > Organic Research User manual Send feedback

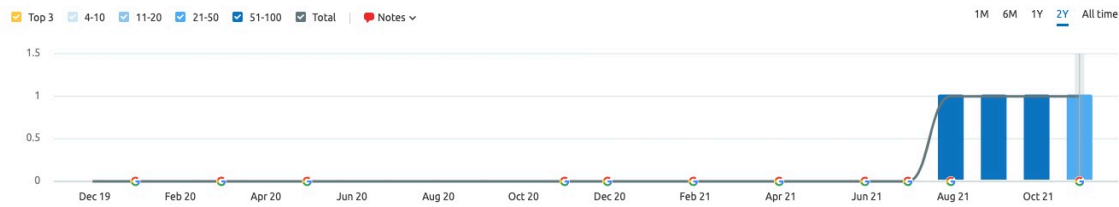
Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Keywords **1** 0.0% Traffic **2** 0.0% Traffic Cost **\$0** 0.0% Branded Traffic **0** 0.0% Non-Branded Traffic **2** 0.0%

Organic Keywords Trend



Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
hubei	36 → 36	0	2,900	100

[View all 1 organic keywords](#)

Top Position Changes

Keyword	Pos.	Diff.	Volume	Traffic %
<p>We have no data to show Try selecting a different date or changing your filter settings.</p>				

Keywords by Intent new

Dashboard > Domain Analytics > Organic Research User manual Send feedback

Organic Research: www.lenovo.com/us/en/data-center/solutions/customer...

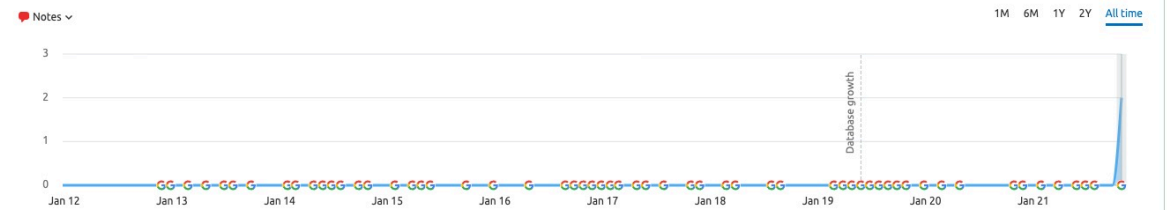
US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Filter by keyword Positions Volume KD Intent: new SERP Features Advanced Filters

Keywords **1** 0.0% Traffic **2** 0.0% Traffic Cost **\$0** 0.0%

Estimated Traffic Trend



Organic Search Positions 1 - 1 (1)

[+ To Keyword Manager](#) [Manage columns \(12/16\)](#) [Export](#)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
hubei	I		36 → 36	0	100.00	2,900	63	0	www.lenovo.com/us/en/d...hubei		Nov 25

Solutions Lander Meta Data

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

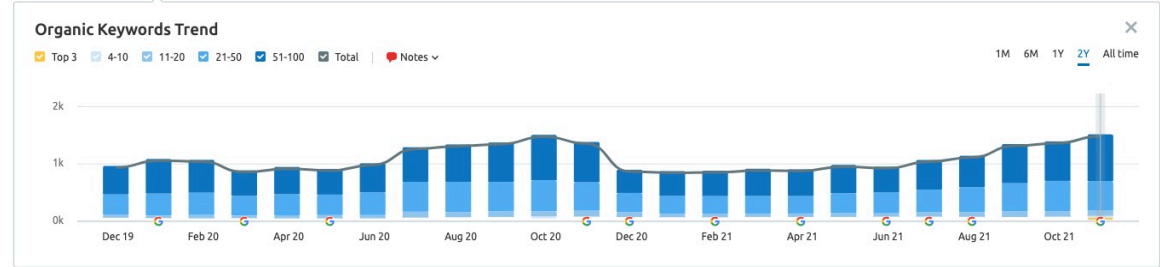
Keywords **1.5K** 9.02%

Traffic **743** 26.15%

Traffic Cost **\$5.5K** 171.48%

Branded Traffic **511** 8.26%

Non-Branded Traffic **232** 98.29%



Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
aportes en linea	4 → 3	↑1	4,400	10.63
lenovo sap hana	1 → 1	0	70	7.53
lenovo cloud platform	1 → 1	0	70	7.53
lenovo big data	1 → 1	0	70	7.53
lenovo as a service	1 → 1	0	50	5.38
lenovo telco carrier enablement and customization	2 → 1	↑1	50	5.38
lenovo ia	1 → 1	0	40	4.3

View all 1.5K organic keywords

Top Position Changes

New Lost Improved Declined

Keyword	Pos.	Diff.	Volume	Traffic %
sap hana	• → 25	new	8,100	0.26
oem solutions	• → 17	new	260	0.13
microsoft solutions	• → 8	new	260	0.13
how to combine computers to make a supercomputer	• → 49	new	50	< 0.01
better cloud solutions ltd	• → 96	new	320	< 0.01
cloud services	• → 97	new	8,100	< 0.01

View all 29 new keywords

Keywords by Intent **new**

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/

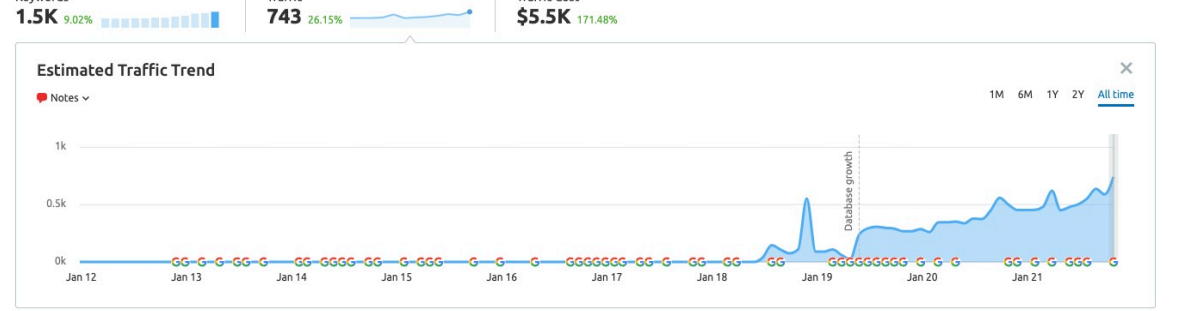
US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains

Keywords **1.5K** 9.02%

Traffic **743** 26.15%

Traffic Cost **\$5.5K** 171.48%



Organic Search Positions 1 - 100 (1,487)

To Keyword Manager Manage columns 12/16 Export

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
gaming supercomputer	I	+4	77 → 40	↑37	< 0.01	210	39	1.3	www.lenovo.com/us/en/d...hpc/	Nov 28	
it as a service	I	+2	73 → 49	↑24	< 0.01	260	50	15	www.lenovo.com/us/en/d...ice/	Nov 28	
hpc systems	I	+3	89 → 70	↑19	< 0.01	260	60	5.7	www.lenovo.com/us/en/d...hpc/	Nov 28	
hana expansion	I	+2	42 → 24	↑18	< 0.01	50	49	0	www.lenovo.com/us/en/d...sap/	Nov 28	
lcr group blackwater	I N	*	69 → 55	↑14	< 0.01	50	20	0	www.lenovo.com/us/en/d...lcr/	Nov 28	
learn nfv	I	+2	47 → 33	↑14	< 0.01	50	27	0	www.lenovo.com/us/en/d...nfv/	Nov 28	
hpc group germany	I	*	82 → 69	↑13	< 0.01	50	12	0	www.lenovo.com/us/en/d...hpc/	Nov 28	
hpc processor for gaming	I	*	48 → 36	↑12	< 0.01	50	24	0	www.lenovo.com/us/en/d...hpc/	Nov 28	

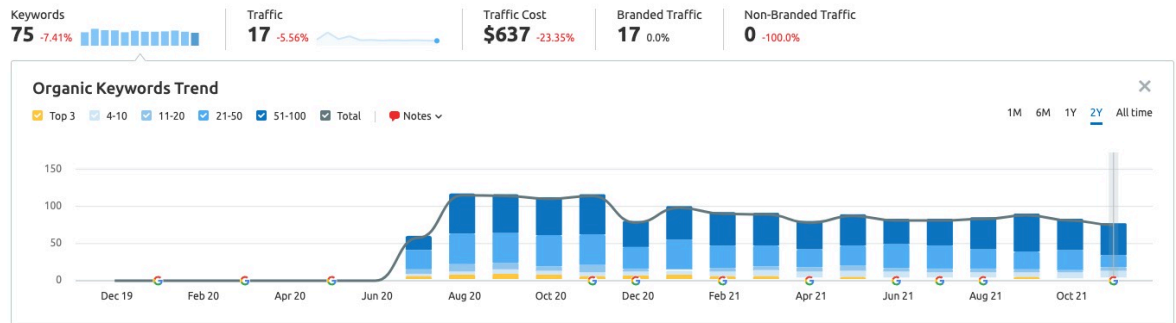
Solutions SMB Meta Data

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/smb/

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains



Top Organic Keywords

Keyword	Pos.	Diff.	Volume	Traffic %
lenovo business	2 → 2	0	590	88.23
lenovo small business	5 → 5	0	210	11.76
data business solutions	57 → 57	0	90	<0.01
safe environment business solutions	95 → 95	0	30	<0.01
lenovo small business sales	5 → 5	0	90	<0.01
small and medium business	80 → 80	0	170	<0.01
which server manages business data	95 → 95	0	40	<0.01

[View all 75 organic keywords](#)

Top Position Changes

Keyword	Pos.	Diff.	Volume	Traffic %
smb small medium business	• → 74	new	320	<0.01

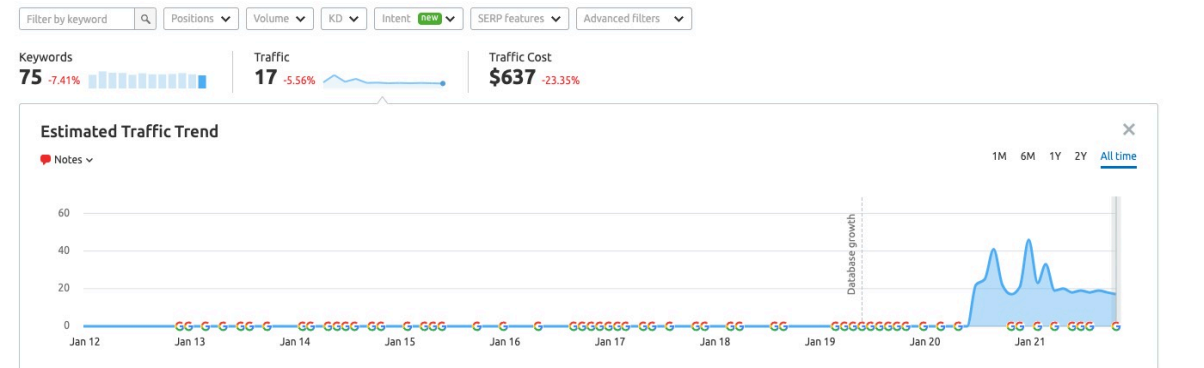
[View all 1 new keywords](#)

Dashboard > Domain Analytics > Organic Research

Organic Research: www.lenovo.com/us/en/data-center/solutions/smb/

US IN BR ... Device: Desktop Date: Nov 28, 2021 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains



Organic Search Positions 1 - 75 (75)

Keyword	Intent	SF	Pos.	Diff.	Traffic %	Volume	KD %	CPC (USD)	URL	SERP	Upd.
lenovo business machines	N T	±5	4 → 3	↑1	<0.01	50	51	0	www.lenovo.com/us/en/d...smb/	Nov 28	
lenovo file server	T	±5	6 → 5	↑1	<0.01	50	30	0	www.lenovo.com/us/en/d...smb/	Nov 28	
data business solutions	I	±2	57 → 57	0	<0.01	90	35	5.4	www.lenovo.com/us/en/d...smb/	Nov 20	
safe environment business solutions	I	★	95 → 95	0	<0.01	30	12	0	www.lenovo.com/us/en/d...smb/	Nov 07	
lenovo small business sales	N T	±2	5 → 5	0	<0.01	90	47	0	www.lenovo.com/us/en/d...smb/	Nov 19	
small and medium business	I	±2	80 → 80	0	<0.01	170	75	8.2	www.lenovo.com/us/en/d...smb/	Nov 16	
which server manages business data	I	★	95 → 95	0	<0.01	40	40	0	www.lenovo.com/us/en/d...smb/	Nov 16	

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technology
for all

Lenovo

thanks.