

Content Marketing Strategy

Prepared for:



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Executive Summary

Goals:

We are aiming to reorganize and update the Yolobus website for a better user experience that properly represent the company's reliability as a public transit operation while being able to compare with other other competing bus transit websites.

Current state of website:

Currently, there are repeats of information, hard to navigate, overwhelming amount of info, unprioritized content, inconsistently styled pages, and outdated data. Per audience personas taken, format of the general site is hard to utilize for different platforms and must take effort to search for desired info.

Changes:

- Uniforming the site to a set style guide
- Embedding social media and maps to the home page
- Upkeeping the news and route info on a daily to weekly basis as needed
- Removing duplicate/ dead pages/ unrelated topics
- Opening a forum or a comment section for commuters to communicate with Yolobus
- Place most used pages and info on the home page for users based on audience personas taken and competitive analysis data

How to make it happen:

Take the said changes and implement them into the site. Designate most important information for the home page based off of audience personas and feedback from social medias. Upkeep with social media will pave the path to what they want and need so that you can tailor the site accordingly beyond this content strategy guide.

Content Marketing Goals

Marketing goals for Yolobus.com include establishing the company's reliability as a public transit, clear notification of route changes and newsletters, route planning/times, and easy site navigation.

Content accomplishes these goals by:

- *Embedding frequently updated social media sites such as Facebook and Twitter to the home page to clearly view any route changes or delays*
- *Having clear and easy navigation to route plans and times*
- *Providing an opportunity to express complaints, comments, or questions about their routes*
- *Uniform entire website theme and fonts*
- *Make commuter routing easily accessible through style guide and site versatility on different platforms*
- *Providing an opportunity to express complaints, comments, or questions about their routes*
- *Highlight main info and commonly used pages*
- *Provide clear and effective news to the public through general upkeep and social media updates*

This is a great way to integrate notices for the daily commuter who don't use Twitter or Facebook. User interviews and competitive site analysis shows most users utilize the site for route planning and route delays/ changes the most. Having said content on the home page will greatly increase user experience for the broad audience that Yolobus caters to.

Key metrics include:

- *Website visit analysis*
- *Time on site*
- *Viewing commuter responses to embed Twitter, Facebook, and direct messages to Yolobus' "Contact Us"*
- *Competitive analysis reports*
- *Audience interviews and personas*

Specific goals:

Goal #1: Be able to compete with other bus transits in commuter friendly sites

- *Objective #1: Remove unnecessary links/ dead outdated pages*

- *Objective #2: Uniform all pages to chosen themes and fonts/ font sizes*
- *Objective #3: Move all pages related to commuter route planning and route notifications to the home page*

Goal #2: To be reliable and responsive as a public bus transit

- *Objective #4: Clearly display any changes with bus routes on the home page*
- *Objective #5: Respond to commuter's questions and complaints*
- *Objective #6: Increase awareness of site and services through currently used social media (Twitter and Facebook)*

User Research

Three interviews were conducted aboard a Yolobus bus during a route from Davis to Sacramento. These interviews were analyzed and turned into “audience personas” which we thought best represented our target audience. We believe that this is a representative sample of our target population.

Alice P., student intern and frequent user:

How do they rely on Yolobus? Alice is a student intern at the California Energy Commission in Sacramento. She lives in Davis and does not own a car. Within Davis she uses Unitrans to get around, but she also regularly utilizes Yolobus’ services at least three times a week to commute to her internship. Alice depends on the bus to be on time so she can arrive to her internship on time. It is convenient for her to use Yolobus services because there is a bus stop only a couple blocks from her office.

How do they interact with the Yolobus website? She primarily uses the Yolobus website to view live updates on the status of her bus and to plan her trips on the bus. She also uses the website to view bus schedules, and to plan her trip in case she needs to go anywhere else in Sacramento using Yolobus’ services. She uses the Yolobus Live section the most often. She also uses the “Routes and Schedules” section quite often. Alice frequently uses her phone to check the website.

How often do they use the Yolobus website? Alice uses the Yolobus website at least three times a week, sometimes more depending on if her bus is running late or if she needs to travel somewhere else served by Yolobus.

What do they like or dislike about the website? Alice does not like the aesthetics of the website. Words she has used to describe the current Yolobus website are dated, unattractive, and unintuitive. She does not like that it requires several clicks from the homepage to reach the information that she is looking for. She doesn't like that the website is not optimized for mobile viewing since she regularly checks the website with her phone. Her most significant complaint was that the Yolobus Live feature redirected to a different website, rather than being embedded on the homepage. Alice said that she likes that the website contains all the information she needs, despite the fact that she does not like how that information is presented.

Problems we can solve for them: Make the website appear more modern and aesthetically pleasing. Make the Yolobus Live section of the website more intuitive and more easily accessible. Make the website easier to use on mobile devices.

Their goals:

- Easily access live updates about the status of bus routes she uses to commute to her internship in Sacramento
- Easily access the trip planner to plan bus trips she does not use frequently
- Easily access schedules and maps for all bus routes
- Easily interact with the website on her phone

Their overall satisfaction with the Yolobus website: 5/10

Dan S., government employee, UC Davis professor, and frequent user:

How do they rely on Yolobus? Dan is an employee at the California Air Resources Board, a professor at UC Davis, and lives in Davis. Dan owns a car and does not necessarily *need* to rely on Yolobus to get to work. Dan cares a great deal about the environment and values public transportation. He chooses to use Yolobus to support public transportation and reduce his carbon footprint. Dan also travels frequently for business and flies out of Sacramento International Airport (SMF). He usually uses Yolobus' services to get to the airport because they are the only public transit service that serves SMF.

How do they interact with the Yolobus website? Dan uses the Yolobus website to check the status of his bus, most often utilizing the Yolobus Live feature. Dan also frequently reads the board packets that are on the website. Because of his position at

the California Air Resources Board, Dan is especially interested in reading about what steps Yolobus may be taking toward advancing their role in the public transportation sector, and what new sustainability practices they may be implementing. He does not have any social media accounts, so he cannot view any information posted on Yolobus' social media.

How often do they use the Yolobus website? About once a week for viewing Yolobus Live, and once every month to read board packets.

What do they like or dislike about the website? Dan expressed that he does not like the aesthetics of the Yolobus website. He feels strongly that public transportation agencies should have modern websites in order to remain relevant in the ever-changing consumer landscape. He feels that more people should be riding the bus, and that increased utilization of public transportation is important for combating climate change, and that an agency's website should appear streamlined and modern to its users. He does like the Yolobus Live feature, as it helps him plan how he will get to work or the airport, but he does not like how the feature is presented on the website.

Problems we can solve for them: Update the website design to appear more modern and aesthetically pleasing and reflect the importance of public transportation. Make the Yolobus Live section of the website more intuitive and more easily accessible. Keep the district's board packets accessible. Advertise airport services. Embed a social media feed on the website homepage.

Their goals:

- Easily access live updates about the status of buses
- Easily access board packets and other information about the future of Yolobus
- Feel like Yolobus takes the future of public transportation seriously

Their overall satisfaction with the Yolobus website: 4/10

Irving H., UC Davis student and occasional user:

How do they rely on Yolobus? Irving uses Yolobus services occasionally. He is a student at UC Davis and does not own a car. Sometimes he needs to travel to Sacramento and utilizes Yolobus' services to do so. His family lives in the San Francisco Bay Area, and sometimes he uses Yolobus to ride to Vacaville where he can transfer to other bus services that will take him to San Francisco. Since he does not use

Yolobus' services very often, he is not immediately familiar with their services and schedules and always needs to check the website to plan his trips ahead of time.

How do they interact with the Yolobus website? Irving uses the Yolobus website to check the status of his bus, most often utilizing the Yolobus Live feature. He says he has signed up for the text alerts available on the site in the past, but they were too frequent for his needs so he has since unsubscribed and now primarily uses the Yolobus LIVE feature. He also sometimes checks the fare prices to see if they have changed.

How often do they use the Yolobus website? Whenever he needs to use Yolobus' services to get somewhere. This is typically no more than twice a month.

What do they like or dislike about the website? Like the others, Irving is not happy with the aesthetics of the website. He describes it as unappealing and outdated looking. He likes the Yolobus Live trip planner feature because it helps him plan his trips, but he does not like that it is not embedded on the website. He does not like how the website displays on his phone. He also thinks it would be useful to have the exact fare listed for the entire trip when using the trip planner.

Problems we can solve for them: Make the website appear more modern and aesthetically pleasing. Make the Yolobus Live trip planner section of the website more intuitive and more easily accessible. Make the bus fares more visible. Declutter the website so only the most useful information is available on the homepage. Optimize the website for use on mobile devices

Their goals:

- Easily access live updates about the status of buses
- Easily interact with the website on his phone
- Easily plan a trip for an unfamiliar route
- Know exactly how much his trip will cost in total bus fares

Their overall satisfaction with the Yolobus website: 6/10

How the Audience's Needs Match Our Solutions

<i>Audience Persona</i>	<i>Their goals</i>	<i>Our solutions</i>
Alice P.	<ul style="list-style-type: none"> ● Easily access live updates about the status of bus routes she uses to get to her internship in Sacramento ● Easily access the trip planner to plan bus trips she does not use frequently ● Easily access schedules and maps for all bus routes ● Easily interact with the website on her phone 	<ul style="list-style-type: none"> ● Embed the trip planner feature on the homepage so it is easier to access ● Update the aesthetics of the website with a modern appearance ● Make the bus schedules easier to find and consolidate in one place. Remove dead links. ● Optimize the website for use on mobile devices
Dan S.	<ul style="list-style-type: none"> ● Easily access live updates about the status of buses ● Easily access board packets and other information about the future of Yolobus ● Feel like Yolobus takes the future of public transportation seriously 	<ul style="list-style-type: none"> ● Embed the trip planner feature on the homepage so it is easier to access ● Make board packets available and easily accessible for those who want to view them, but don't have them front and center on the homepage ● Update the aesthetics of the website to reflect the modern era

		<p>of public transportation</p> <ul style="list-style-type: none"> • Embed a social media feed on the website so he does not have to have a social media account to view that information
Irving H.	<ul style="list-style-type: none"> • Easily access live updates about the status of buses • Easily plan a trip for an unfamiliar route • Know exactly how much his trip will cost in total bus fares • Easily interact with the website on his phone 	<ul style="list-style-type: none"> • Embed the trip planner feature on the homepage so it is easier to access • Have fares listed within the trip planner • Optimize the website for use on mobile devices

Competitor Analysis

The websites for Foothill Transit, Yuba-Sutter Transit, and Unitrans were researched to learn how similar companies are serving their users. These sites service similarly sized regions making them ideal for comparison. The Competitive Analysis Research Table in the appendix details the results from this competitive analysis, and a summary of the findings from each website is located below. These sites do not directly compete with Yolobus as they serve different areas, but their strategies provide useful insights on how the Yolobus website can improve.

Foothill Transit:

This bus transit website is direct. Four simple tabs at the top of the page make navigation quick to commonly used portions of the website. On the home page, a trip planner is available. This demonstrates a primary focus of giving users tools to use their buses rather than focusing on informing users about the company. Two features of the Foothill Transit website were unique within the websites researched. First, hovering the mouse over the “Fares” tab causes a drop-down menu to pop up which summarizes pricing for bus tickets. This eliminates the need to leave the homepage to get pricing information while maintaining an uncluttered page. Second, any combination of bus routes can be superimposed on the same map. This is useful for understanding bus connections and the overall service that their bus transit company provides. This website is a good example of a direct and user-friendly website.

Yuba-Sutter Transit:

Servicing a similar size county, the Yuba-Sutter Transit website most closely resembles the Yolobus website. News and information are shown on the homepage. This shows the company is interested in informing users about the company, and not just on giving users the ability to plan their bus trips. An advantage of this website is a bubbly light font that makes the text easy on the eyes. While this website does contain

more main tabs (6) than the other websites researched, each tab has a small number of items in their drop-down menus. This maintains efficient navigation through the website. This website is likely built to help new users learn about the company, rather than frequent users who need to use tools to plan trips. If this is the primary goal for YoloBus Transit, this is a good example website to note.

Unitrans:

Unitrans is a University bus transit company, that serves some of the same areas as YoloBus. Similarly to Foothill Transit, the homepage displays four primary tabs that make navigation to key features easy. Displayed principally on the homepage is an arrival prediction tool, where users can see how soon the bus will reach a given stop. The website is prioritizing a feature on the homepage that they believe their users commonly use. This website is designed principally as a tool rather than an informative resource. A unique characteristic of this website is the lack of drop-down menus from the primary tabs. This makes the page uncluttered, with the downside of limiting access to some pages in one click. This website is easy to navigate through, however, it is designed for a user base that is likely younger and more tech-savvy than the YoloBus user base. Therefore, some caution should be used when applying similar ideas to the YoloBus website.

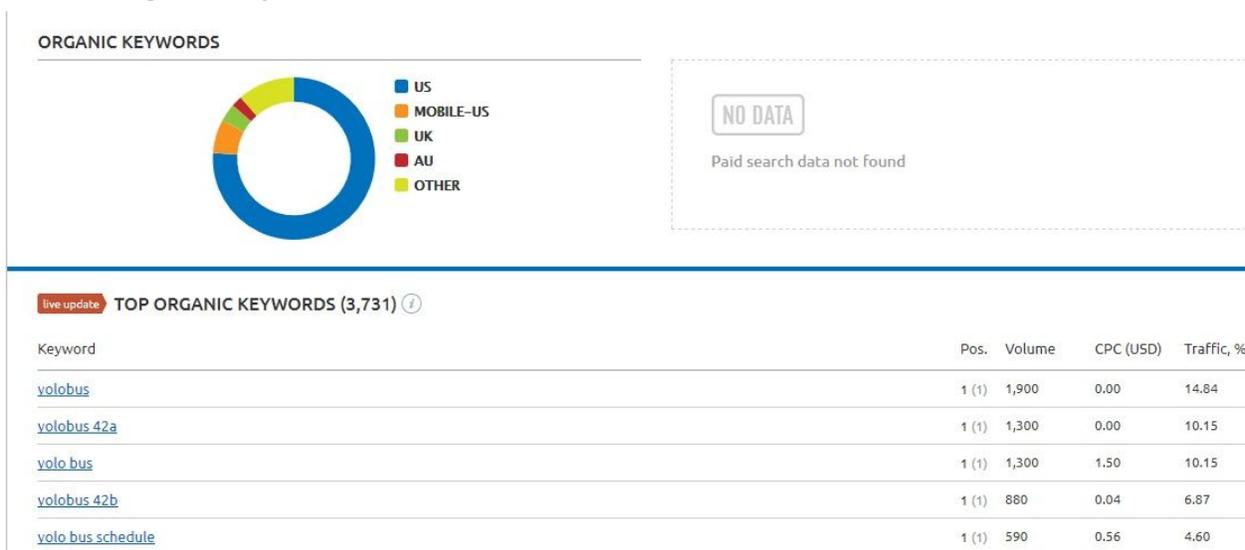
Existing, Similar Content Sources

Some sources that users commonly use when navigating Yolo county are listed below as watering holes and heroes. Watering Holes are content sources that are trusted by most users to provide accurate transit information. Heroes are the people that users might go to for help when learning how to use bus transit in Yolo County.

- **Heroes:** Family and friends that users ask for directions.
- **Watering holes:** Google Maps, Apple Maps

Content Inventory

Using SEMrush, a content marketing resource, we ran a search on <https://www.yolobus.com> and found useful information we will parse through. First we find the organic keyword searches.



The top visits are "yolobus" followed by a bus route suggesting that is the most relevant information users search for. These are the keywords users search for as is perhaps the most invaluable marketing asset.

Next we find where yolobus falls on a traffic map

COMPETITIVE POSITIONING MAP ^①



Sacor.org is not too hard ahead, and sacrt.com is too far ahead to compete with.

These are the high-level web pages:

- Home page - <http://www.yolobus.com>
- Rider Info - <http://yolobus.com/riderinformation/index.php>
- Tickets & Passes - <http://yolobus.com/purchase/index.php>
- News & Events - <http://yolobus.com/news/index.php>
- About YCTD - <http://yolobus.com/aboutyctd/organizationalprofile.php>
- Bus Routes - <http://yolobus.com/routes/index.php>

These are the social media accounts:

- Twitter - [@YolobusYCTD](https://twitter.com/YolobusYCTD) - 461 followers
- Facebook - [@yolobus](https://www.facebook.com/yolobus) - 900+ connections

Evaluation of Existing Content

We created a content spreadsheet to evaluate and analyze the existing content.

	SECTION	RELEVANCY	#	%	READABILITY	#	%	NAVIGATION	#	%	CONSISTENCY	#	%	CONTENT ORGANIZ	#	%
3	Home Page	1 - NO	1	13%	1 - NO	0	0%	1 - NO	6	75%	1 - NO	6	75%	1 - NO	5	63%
4		2 - SOMEWHAT	2	25%	2 - SOMEWHAT	6	75%	2 - SOMEWHAT	2	25%	2 - SOMEWHAT	2	25%	2 - SOMEWHAT	3	38%
5		3 - YES	5	63%	3 - YES	2	25%	3 - YES	0	0%	3 - YES	0	0%	3 - YES	0	0%
6	Rider Info	1 - NO	3	21%	1 - NO	2	14%	1 - NO	5	36%	1 - NO	5	36%	1 - NO	7	50%
7		2 - SOMEWHAT	4	29%	2 - SOMEWHAT	5	36%	2 - SOMEWHAT	4	29%	2 - SOMEWHAT	3	21%	2 - SOMEWHAT	2	14%
8		3 - YES	7	50%	3 - YES	7	50%	3 - YES	5	36%	3 - YES	6	43%	3 - YES	5	36%
9	Tickets and Pas	1 - NO	3	100%	1 - NO	0	0%	1 - NO	1	33%	1 - NO	1	33%	1 - NO	1	33%
10		2 - SOMEWHAT	0	0%	2 - SOMEWHAT	0	0%	2 - SOMEWHAT	2	67%	2 - SOMEWHAT	2	67%	2 - SOMEWHAT	0	0%
11		3 - YES	0	0%	3 - YES	3	100%	3 - YES	0	0%	3 - YES	0	0%	3 - YES	2	66%
12	News and even	1 - NO	3	33%	1 - NO	0	0%	1 - NO	0	0%	1 - NO	2	22%	1 - NO	N/A	33%
13		2 - SOMEWHAT	3	33%	2 - SOMEWHAT	5	56%	2 - SOMEWHAT	2	22%	2 - SOMEWHAT	1	11%	2 - SOMEWHAT	N/A	33%
14		3 - YES	3	33%	3 - YES	4	44%	3 - YES	7	78%	3 - YES	6	67%	3 - YES	N/A	33%
15	About YCTD	1 - NO	0	0%	1 - NO	0	0%	1 - NO	0	0%	1 - NO	0	0%	1 - NO	0	0%
16		2 - SOMEWHAT	2	20%	2 - SOMEWHAT	1	10%	2 - SOMEWHAT	1	10%	2 - SOMEWHAT	5	50%	2 - SOMEWHAT	2	20%
17		3 - YES	8	80%	3 - YES	9	90%	3 - YES	9	90%	3 - YES	5	50%	3 - YES	8	80%
18	Bus Routes	1 - NO	0	0%	1 - NO	0	0%	1 - NO	2	100%	1 - NO	1	50%	1 - NO	2	100%
19		2 - SOMEWHAT	1	50%	2 - SOMEWHAT	2	100%	2 - SOMEWHAT	0	0%	2 - SOMEWHAT	1	50%	2 - SOMEWHAT	0	0%
20		3 - YES	1	50%	3 - YES	0	0%	3 - YES	0	0%	3 - YES	0	0%	3 - YES	0	0%
21	OVERALL	1 - NO	10	22%	1 - NO	2	4%	1 - NO	14	30%	1 - NO	15	33%	1 - NO	15	41%
22		2 - SOMEWHAT	12	26%	2 - SOMEWHAT	19	41%	2 - SOMEWHAT	11	24%	2 - SOMEWHAT	14	30%	2 - SOMEWHAT	7	19%
23		3 - YES	24	52%	3 - YES	25	54%	3 - YES	21	46%	3 - YES	17	37%	3 - YES	15	41%

From this we detail each high-level webpage and rate it based on certain criteria. We chose relevancy as one of the most important criteria to critique because there were a lot of dead links and links that would map to the same location on the server. We chose readability because the website as a whole has a lot of clutter and walls of text that are hard to get through. Via this spreadsheet you can easily analyze which areas are harder to get through than others. An interesting area of study is the bottom section where it totals the amounts of votes. The only section with the same amount of No's as Yes's is

the “Content Organization” section. This implies the website’s weakest area is content organization. With reversing the cycle we quickly find the website’s strongest area which is relevancy. There are useful links such as the yolobus live feed, but the websites struggles to organize the relevant information and put it in the right locations where they are easy to find.

What sticks?

1. Social Media(Facebook, twitter)
 - a. Stays up-to-date on route changes, construction, etc.
2. All of the main tabs except “tickets and passes”
3. “Rider Alerts”
4. Recent News
5. Trip Planner Tool

What should we fix?

1. Simplify the home page
2. Ghost links/tabs
3. Clean up links under each tab
4. Make bus routes more interactive
5. Update rider alerts as often as social media
6. Color scheme/font size/spacing

What should we nix?

1. The “tickets and passes” tab
2. News older than 2 months from the home page
3. Home screen photo
4. Overall design/layout
 - a. Font size/type
 - b. Spacing

What should we add to the mix?

1. A simplified home screen(like Unitrans) that has the most important tools and info front and center→ trip map tool, rider alerts, bus fare
2. Interactive map, not just links to separate PDF’s
3. A more pleasing font, complimentary colors that denote warmth, and spacing to help viewers differentiate sections and find their wanted material more quickly.

4. Add a purpose/mission statement for your company on the home page
5. Monthly newsletters/ weekly updates on bus routes/employees/info on the company.

New Content to Create

Types of Content to Create

Interactive Bus Route Map Overview:

Description: A map of the region Yolobus covers with the option to show multiple bus routes on the same map. Checkboxes are used to select which bus routes are visible.

Purpose: This is an opportunity to provide users a better understanding of the services Yolobus provides. Additionally, it is a useful tool for looking at bus connections. A competitor, Foothill Transit successfully uses this tool to provide an overview of their services. Incorporating this tool will help keep Yolobus up to date with current trends of bus transit websites like Foothill Transit.

Website Footer:

Description: A website footer provides links to pages that are necessary for the website, but not relevant to the common user.

Purpose: They are used to reduce website clutter and improve ease of website navigation. For example, most Yolobus website users are looking for rider information, therefore a link to job opportunities is not relevant to most users. Placing it in a website footer moves it out of site for most users while keeping the information available for motivated job seekers.

Bus Arrival Times Predictor:

Description: Provides estimates of bus arrival times.

Purpose: Helps users know if buses are on time or running late. Currently, Yolobus provides this tool on a separate website (<https://avl.yctd.org/>). Integrating this tool into the home page would increase its visibility to users, ensuring that users take advantage of a great tool.

Trip Planner:

Description: Provides suggested bus routes to users based on a start location and a destination. In addition to the bus route, a good Trip Planner includes departure times.

Purpose: This tool removes the need for most users to study the different bus routes provided by Yolobus. Similarly, to the Bus Arrival Times Predictor, this tool is already available on a separate website (<https://avl.yctd.org/>). Based on its usefulness, we recommend integrating the Trip Planner into the homepage.

Updated Website Logo:

Description: The current logo presented on the website does not match the new Yolobus logo that is presented on buses.

Purpose: To maintain consistent branding, update the website logo.

Optimized Content for Mobile:

Description: The Yolobus website, when opened on mobile devices, is identical to the desktop website. On mobile, the website should be adjusted to make it readable on a smaller screen. Additionally, reducing the number of buttons on mobile will make navigation easier.

Purpose: Many bus riders check bus websites on mobile devices as they are often on the go. Optimizing the website for mobile will help provide clear information to these users.

Style Guide:

Description: Internal content that details the formatting styles used on the website.

Purpose: Implementing an updated style guide keeps formatting between pages and websites consistent. Currently, fonts and organizational patterns are not consistent between web pages on the Yolobus website. Implementing and following a style guide will lead to consistency and a more organized website.

Editorial Calendar

This editorial calendar displays the frequency and dates of media (e.g. Twitter) that are published on a regular basis for the Yolobus transit system.

Newsletter: Write one newsletter every week regarding news about reroutes, detours, service changes and upcoming events. To be emailed on every Tuesday of each week.

Blog posts: Write one longform blog post per month regarding news about reroutes, detours, and upcoming events. Blog post topics can also include stories from Yolobus riders, future projects, community involvement, etc. To be scheduled for the second Tuesday of every month. **Twitter and Facebook posts:** Post updates and news featured in the newsletter every Tuesday of each week.

March							2019
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
					1	2	
3	4	5 Twitter & Facebook Newsletter	6	7	8	9	
10	11	12 Blog Post Twitter & Facebook Newsletter	13	14	15	16	
17	18	19 Twitter & Facebook Newsletter	20	21	22	23	
24	25	26 Twitter & Facebook Newsletter	27	28	29	30	
31							

Content Promotion Workflow

For every new blog post:

- Post on Twitter and Facebook
- Notify the email list
- Reach out to friends who'll love the post
- Answer questions on Reddit and Quora
- Add a Google Alert for long-term promotion

For every newsletter:

- ❑ Post on Twitter and Facebook
- ❑ Notify the email list
- ❑ Reach out to friends who'll love the article

Summary

Although the site has many facts and information, with adjustments based off of this content strategy, the website will easily be upkept to not only well represent the face of the company, but serve as a great resource for commuters to utilize. Many people use the bus transit everyday, so being able to move all route planning and bus notifications for the commuters make the site and company be seen as a reliable source of transportation that cares about its commuters. Being able to embed social media and maps onto the site efficiently allows for commuters to find what they need and get to their destination on time. Social media not only allows for the commuters to be aware of any changes, but allows for the company to be aware of what changes need to be made, so that the company can stay on top of their competitors in terms of providing the best service. With more active users on the main website, word of mouth and use of social media will greatly increase awareness of the Yolobus company in the surrounding Sacramento communities. Thus, Yolobus may gain credibility and reliability, growing with and from its community.

References

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Appendix

Competitive Analysis Research Table:

	Foothill Transit	Yuba-Sutter Transit-Katrina	Unitrans
1. Website URL	http://foothilltransit.org/	https://www.yubasuttertransit.com/	https://unitrans.ucdavis.edu/
3. Purpose of Site	Inform riders of updates and information for planning bus trips in the San Gabriel and Pamona Valley area.	"To provide safe and cost effective public transportation services that increase mobility and improve the quality of life for Yuba and Sutter County residents".	To direct students to appropriate bus routes
4. Design:			

Colors used	White, Light Blue, and Orange	dark grey, white, golden yellow, green	red, blue, white
Font/size	Sans Serif - Medium. Font is straight (not bubbly) and mainly uppercase	Not too small/big and nice and bubbly so pleasing to the eye	Sans/medium - easy on the eyes.
Overall spacing/organization	Spacing is consistent within pages and is large enough to make the pages easy to read.	Good, everything is spaced well or has borders to help differentiate topics. Also incorporates color to help with breaking points/paragraphs up.	Map is big, eyes drawn to important areas of website quickly. Organized like a well throughout facebook page - set towards audience, college students
Amount of Information	Each route has predictions, a google map, and an overall page.	Sufficient with little tidbits for fun. The home page has quick links to relevant things like route info. And there are events posted about newsletters and upcoming board meetings. Relevant, appreciated info.	Only what is needed, irrelevant information that needs to be posted is towards bottom of the web page
	Foothill Transit	Yuba-Sutter Transit-Katrina	Unitrans
Simplicity of the Tabs	Only has four major tabs that are clear and distinct (Lines/Schedules, Fares, Trip Tools, News). Hovering the mouse over fares brings up a window that shows the fare prices without having to leave the page.	None of the tabs have too many links/pages. They all make sense in their organization. The only page I think could move or also be in another tab would be the "services we provide page" could be under the "about agency" tab.	Only four tabs each with a different page associated with them, this relieves clutter in the menu options.
<u>5.STRENGTHS/WEAKNESSES</u>			Strengths: Color plan and organization well thought out. Map and routing information is front and center on the page - less than one click away, right where it should be. Weaknesses: less relevant

			information should be encapsulated towards the bottom of the webpage in small clickable links.
<u>A. Navigation:</u>			
Is it easy to find what you want?	Yes. Maps can be viewed separately or at the same time making it easy to see the different routes they provide. Important informations is accessible quickly through the four main tabs.	Yes. the Tabs are simple and streamlined. All the pages have a description/FAQ then links to what is need. The overall design of the website via colors/boldness of fonts along with spacing helps with the organization and processing of the eye.	Yes - large map is front and center on the main page, this is the most used thing on the webpage and doesn't take any thought to find. Everything else you would need to find for other situations is organized by only 4 tabs as a center header for the home page.
Do the tabs you click on bring you to an expected outcome/page?	Yes, the tabs lead to what you would expect. When you click on a tab, the title of the page you are brought to is the same as the tab's name.	Yes, none of the tabs are "Dead" tabs or redundant	Yes, there are no dead links
	Foothill Transit	Yuba-Sutter Transit-Katrina	Unitrans
<u>B. Relevancy/Up-to-date:</u>	Yes. News on the front page is as recent as from 2 days ago and twitter posts shown on the front page are updated in real time.,	The home page has current/monthly newsletters and upcoming board meetings along with news/route changes.	Yes, most recent report is from a few days ago.
<u>C. Consistency:</u>			
Does every page/link lead you somewhere predictable?	Yes	Yes	Yes
Is formating the same between pages?	Yes	Yes	Yes