



**Belfast**  
City Council

# Content Analysis Report

Conducted by Michaela Ganezer

# Executive Summary

Belfast has overcome a lot of obstacles, and in turn the capital of Northern Ireland had major economic success and growth along with more commercial development to meet the needs of the population.

The Bernard Marr report states that due to the capital's newfound success they want to be able to provide the current and future generations of Belfast with an improved quality of life by making the capital a better place to live in, invest in, and visit to.

After reading the Marr report and doing independent research using the Belfast City Council's website there were problems that arose relating the goals and the content that can be provided on the website. While there's a lot of content, it can become overwhelming to the audience, and some content is also missing that can prove to be beneficial to have. This report details the findings and creates the best solution in order for the digital content to meet the business goals.

## Business Goals

Content can prove to be successful when done correctly. However, before the content can be created, the business goals needs to be established. These business goals helps to establish the proper content to not only relate to the information that's being given throughout the site, but to also have an impact on the audience so they are interested in everything Belfast has to offer.

- To continue showing and providing opportunities for the economy to grow (i.e. helping the businesses in the city to grow and provide more business opportunities)
- To grow and support all the communities from different backgrounds and of all ages and genders
- To enhance the city's development
- To provide and support each and every working and learning opportunity for everyone no matter the financial status or experience

# The Problems

## Based on the website

- Too many goals to accomplish through the content (website will become cluttered)
- So much content to achieve the goals that not everything will be able to be seen by the audience

## Based on the Marr Report

- The amount of goals is overwhelming, and won't be able to accomplish them all
- Create too much information that can become too much for the audience at first visit or glance at the website
- Based on people's attention span today, pictures and videos are the option to deliver information — can't help give appropriate information to people all the time which means some goals and focuses will be lost
- Showing the growth of the economy will be difficult to show through digital content in which only allows for two out of the three key outcomes to be accomplished successfully with digital content

# Audience

As of right now the website is really only helpful for adults, while the elderly and the younger generations will be confused and overwhelmed by Belfast City Council's website. However, the target audience is supposed to be people of all ages and genders with different backgrounds and experiences. The city council doesn't want to exclude anyone based on financial status or for any other reasons. While it has a lot of information for those that live in the city, the site is also geared towards those who want to visit.

# Observations of the Current Content

## Present Content

Throughout the website there are many links to other pages within the website, however it takes a couple of clicks to get to the desired page. There are links to the Belfast City Council's social media accounts including Twitter, Facebook, Instagram, LinkedIn, YouTube, and Flickr. Images and text can also be found throughout the site.

## Missing Content

What makes a great website is how the company is able to attract their audience and to make them want to spend more time on the site. However, the Belfast City Council's site is missing quite a lot of content that can be beneficial for the site. This can include, but not limited to:

- Images on at least every page relating to the information given
- Videos showing some past events or new events, or anything about the city that can be placed in different areas of the site to attract the audience
- Actual social media postings to relate to the everyone since social media is very big no matter where you look
- Articles with images or videos that tells a story of something that happened that will attract and impact the audience.

## The Value of Content in Relation to the Audience

Having the proper content throughout the site will be very valuable for the audience. If the content is interesting enough throughout the site it can make the audience feel relaxed and not overwhelmed with site especially with it being so large with a lot to offer. The content can really show the audience the impact the city can have on them and vice versa.

## The Content in Relation to the Business Objectives

It will allow them to be very engaged with the site and spend more time on it. By having really impactful and even relatable content can have their audience return more and more frequently. It also allows for more people to want to visit the site and city. Creating content that is impactful, interactive, and interesting can show just how the Belfast City Council is doing to make not only the city better, but also to have a strong focus on the people and the communities throughout the city to make their lives better and healthier with each generation.

# Key Performance Indicators (KPIs)

**Business Goal #1:** *To continue showing and providing opportunities for the economy to grow*

**KPI:** Reviewing the analytics that relates to any business opportunities or support or any other way that shows Belfast's economy growing will help to achieve the proper content for this goal. By looking at the analytics revolving around the economy and tracking it to see how and if the site has been able to help the economy and businesses grow to become successful. Some of the areas where this measurement can be helpful is by seeing if people are looking at the businesses in the city, looking at any resources the site has to offer for the business, or if the users take advantage of the news and events that helps the economy grow.

**Business Goal #2:** *To grow and support all the communities from different backgrounds and of all ages and genders*

**KPI:** In order to create the appropriate content for this goal the company must conduct interviews with people who use the site and it has to be in person. This interview consists of open ended questions, along with questions with questions that has choices to choose from. Doing this allows the company to get the proper reactions and answers to see just how the website has been showing the support and growth of the people of Belfast and where it can be improved upon.

**Business Goal #3:** *To enhance the city's development*

**KPI:** This goal can be difficult at times to really measure, but by getting user feedback by doing interviews in person can be very beneficial when creating the proper content to achieve this goal. For example, the city's development can rely a lot on tourism, and since people are always looking for new places to travel to it is important to have the site accessible and informative for them or else they won't want to travel there. So by conducting in-person interviews that have open ended questions, the company is able to see how the site is meeting the needs of the user in order to improve the city's development.

**Business Goal #4:** *To provide and support each and every working and learning opportunity for everyone no matter the financial status or experience*

**KPI:** Using a heuristic assessment to assess this goal will prove to be the most helpful. This type of measurement allows for the user to see if the site is truly including people from every walk of life. While it is based on a users opinion and it's not answering for each and every person, it will still give a sense if the site is in the right direction with being able to include everyone and anyone. The user will be able to tell just how successful the site is at providing support and resources for any circumstance someone may be in, how simple it is to access that support, and just how it can be improved.



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