

Home Page Wireframes v04082010

A Q U E N T

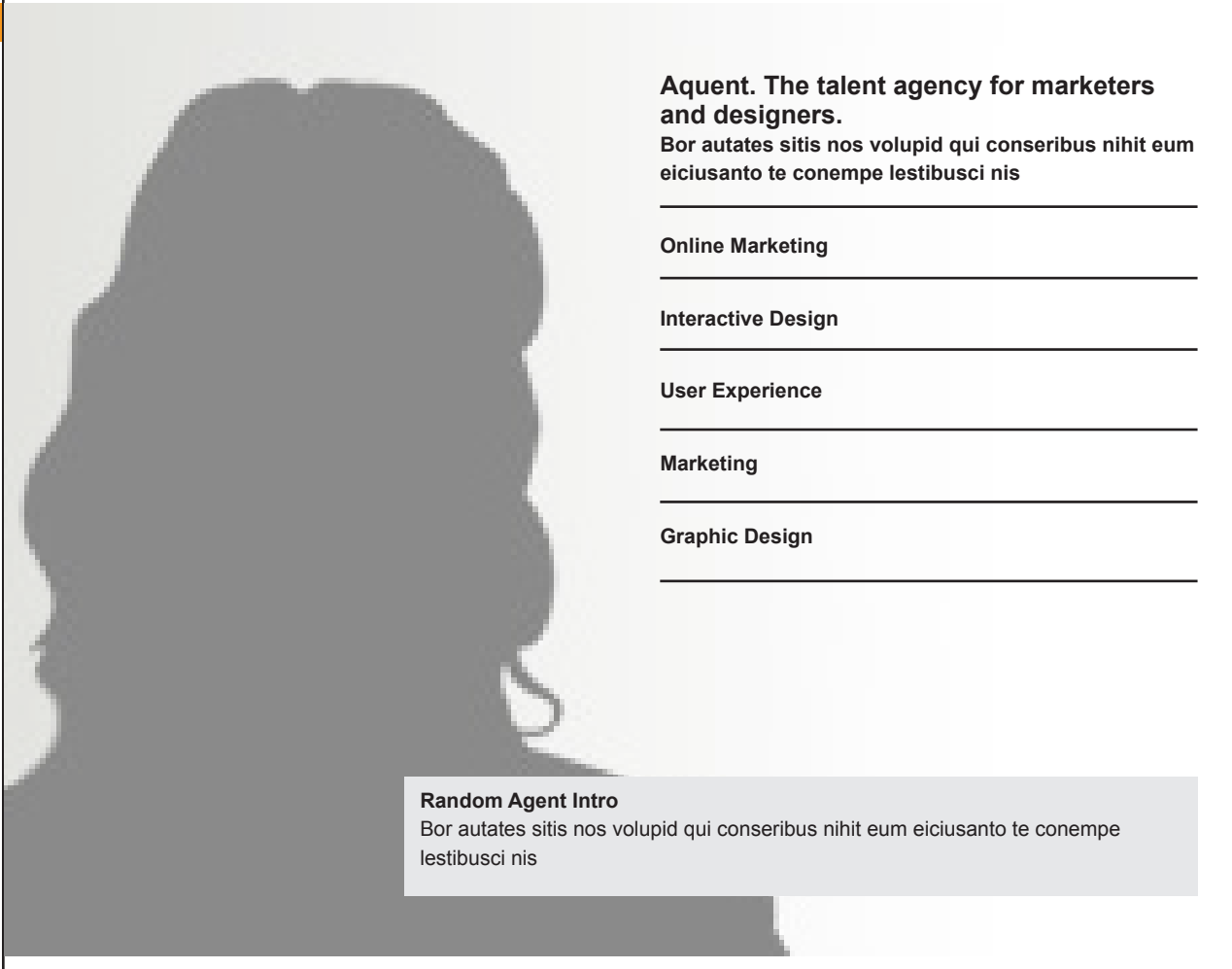
Revisions

4.8.2010

The purpose of the document is to look at ways of optimizing the user experience for the Home page of the Aquent.com website. Optimization includes adding more relevant content on the home page and clear entry points/calls to action.

1

2



Random Agent Intro
 Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis

3

| | | |
|---|---|--|
| <p>About Aquent Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vel justo</p> | <p>FAQs Top 5 list more...</p> | <p>Follow Aquent Twitter, Facebook, LinkedIn, Blog</p> |
|---|---|--|

1.

A new nav item is added to the top bar, "Work With Us," it will have these options:

- How We Work
- Online Marketing
- Interactive Design
- User Experience
- Marketing
- Graphic Design

The "Learn More" nav item will have these options:

- About Us
- Services
- News & Events (changed Newsroom label)
- Awards
- Resources
- Partnerships
- Fun Stuff

2.

The middle part of the home page will have the large photo and info about a random agent. There will also be a list of the practices Aquent caters to.

3.

Modern Footer - having a footer with relevant content gives the footer relevance, better SEO, and anchors the page. Users look in the footer for information like social media sites and updated/new content or content that would be interesting to them (newest job postings or FAQs) and keyword rich

1



I'm Different

Aquent. The talent agency for marketers and designers.

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Online Marketing

Interactive Design

Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te

[Learn More >](#) [Find Work >](#) [Find Talent >](#)

User Experience

Marketing

Graphic Design

Interactive Design Agent Intro

Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis

About Aquent

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FAQs

Top 5 list
[more...](#)

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1. The middle part of the home page will have the large photo and info about a random agent. There will also be a list of the practices Aquent caters to. When a user hovers over a practice the "accordion" opens to reveal lead-in info and points of action for that practice. The large agent also swaps out for an agent related to the practice

Learn More Wireframes v04082010

A Q U E N T

Revisions

4.8.2010

The purpose of this section is to look at ways of optimizing the user experience for the Learn More section of the Aquent.com website. Optimization includes reducing the reliance on the content slider and giving pages their own URLs.

Share | Print

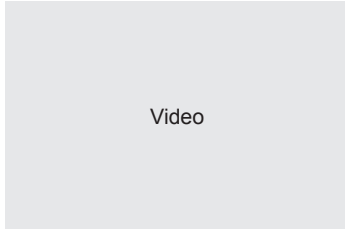
2

About Us FAQs

About Us

3

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cupatur aut. Elique nias ute sit isit acernat emporec eperferum repta quo quas etus mincia delignimint etur? Qui occabor atetur moluptatio occaboribus simolup tatur, ommolorest auda dicae.



Work with an Agent >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Clients >

animated top clients across all practices

Testimonials >

A single testimonial goes here from across all practices...

Ad/Promo Area

1. Changed newsroom to news and events to be more descriptive and pulled awards out as its own page
2. Added in is a new content opportunity to have FAQs about the company and its services
3. Cross content pollination opportunity - Could have infor about working with aquent agents, top clients that aquent works with, and testimonials of clients and/or talent - the testimonial content would rotate in a new testimonial on new page load.

Design Note: Content is removed from nested scrollble windows and each page/section will have its own page removing the coda slider paradigm where unnecessary

Ad/Promo Area

Almost every page of the site should have some space allocated for promotional items like external sites

1

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

About Aquent

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FAQs

Top 5 list [more...](#)

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1. Added in is a new content opportunity to have FAQs about the company and its services

1

Share | Print

- About Us >**
- Services >
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

About Us **FAQs**

Frequently Asked Questions

List of questions and answers specific to business...

Work with an Agent >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Clients >

animated top clients across all practices

Testimonials >

A single testimonial goes here from across all practices...

Ad/Promo area

About Aquent

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FAQs

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Share | Print

- About Us >
- Services >**
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

- 1** **Staffing** Aquent Studios Marketing Tools Technology Solutions

Staffing

2 Bor autates sitis nos voluptid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cuptatur autEliques nias ute sit isit acernat emporec eperferum repta quo quas etus mincia delignimint etur? Qui occabor atetur moluptatio occaboribus simolup tatur, ommolorest auda dicae.

Practice Areas

Learn more about our specialized practice areas:

[Online Marketing](#)

[Interactive Design](#)

[User Experience](#)

[Marketing](#)

[Graphic Design](#)

Frequently Asked Questions

Bor autates sitis nos voluptid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cuptatur autEliques nias ute sit isit acernat emporec eperferum repta quo quas etus mincia delignimint etur? Qui occabor atetur moluptatio occaboribus simolup tatur, ommolorest auda dicae.

Work with an Agent >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Clients >

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Testimonials >

A single testimonial goes here from across all practices...

Ad/Promo Area

About Aquent

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FAQs

Top 5 list
[more...](#)

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1. Under services are these subsections:

- Staffing
- Aquent Studios
- Marketing Tools
- Technology Solutions

2. The Services section when selected in the left nav defaults to Staffing information

Share | Print

- About Us >
- Services >**
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

Staffing **Aquent Studios** Marketing Tools Technology Solutions

Aquent Studios

1 Whether you need to reengineer your existing internal team, execute a specific project, or outsource some or all of your ongoing execution, we can help you quickly expand your capacity through an on or off site solution. From simple document writing and editing to Flash-driven Web development to video and audio production, we help you tell your story to the right people, at the right time, in the right way and at the right cost.

Our capabilities include:

Marketing Solutions

Content Development

Creative Media

Consulting Services

Marketing Solutions

We give your content legs.

You provide the brand strategy, and we execute it. You run a marketing department, and we run efficient brand-execution departments. We put your content into play in myriad places and forms, and we make sure your brand stands out in a crowded marketplace.

Examples of Work/Portfolio - like work done for HP, Bing et al (will help with SEO as well)

2

Work with Aquent Studios >

We can help you quickly expand your capacity through an on or off site solution opportunity.

[Contact Us](#)

Case Studies >

Learn about our clients and case studies

Clients >

animated clients of aquent studis

Testimonials >

A single testimonial goes here of aquent studios...

Ad/Promo Area for Aquent Studios

1. Information about Aquent Studios is displayed including an example or two of the work produced by the team to add visual interest and excitement about the service.

2. Supporting information related to Aquent Studios is added to the right column, like quick contact info, a quick link to a case study. clients that Studios” caters to, and a testimonial from a client, with an promotioanl space for anything they want to show off -- the testimonial content would rotate in a new testimonial on new page load.

QUESTION?

Does this entity operate outside the aquent umbrella? Manage their own content? If not why isn't their site information integrated better into the aquent.com site? It is strange UX to take the user to a whole new site that looks and acts the same but all of the controls have either changed or have been removed

About Aquent

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FAQs

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Share | Print

- About Us >
- Services >**
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

Staffing Aquent Studios **Marketing Tools** Technology Solutions

Marketing Tools

1 In addition to providing top talent to marketing, communications, and design organizations around the world, Aquent also facilitates marketing project management and digital asset management for well-known brands via these flexible and powerful web-based tools:

Product
Teaser Image

RoboHead

RoboHead helps you better manage marketing and creative projects by providing a 360-degree, real-time view of all current projects, schedules, resources, approvals, and deliverables

[Go To Site](#)

Product
Teaser Image

MajorTom

MajorTom helps you better manage the digital assets your brand relies on for sales, marketing, and promotions by granting all internal and external clients secure online access to approved images, photographs, logos, documents, and videos, wherever and whenever they are needed.

[Go To Site](#)

2

Clients >
animated clients of marketing tools products

Testimonials >
A single testimonial goes here of marketing tools products...

Ad/Promo Area for tools - maybe a coupon?

- 1.** Information about Aquent' Marketing Tools is displayed including logos/box art to add visual interest and excitement about the service.
- 2.** Supporting information related to the Marketing Tools is added to the right column, like clients that use the products, a testimonial from a client, and promotional space for anything they want to show off like offers/coupons, events, etc. -- the testimonial content would rotate in a new testimonial on new page load.

QUESTION?

Does this entity operate outside the aquent umbrella? Manage their own content? If not why isn't their site information integrated better into the aquent.com site?

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FAQs

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Share | Print

- About Us >
- Services >**
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

- Staffing
- Aquent Studios
- Marketing Tools
- Technology Solutions**

Technology Solutions

1 Aquent's Technology group understands the intersection of marketing and technology. Our delivery teams of highly skilled project managers, intuitive marketing analysts, and seasoned developers are experts in developing web applications and online tools that solve marketing, sales, and e-business challenges.

Whether you need a one-time consultation, a specific project delivered, or ongoing managed services, it's about using the right technology to fit your business and enable results. We'll dive into legacy code to leverage existing systems in creative and powerful new ways, work with common platforms such as J2EE, .NET, and SharePoint, or introduce new technologies to solve your business problem.

2

Contact Us >
For immediate assistance call us at +1 309 751 1500

Clients >
animated clients of technology solutions

Testimonials >
A single testimonial goes here of technology solutions...

Ad/Promo Area

- 1.** Information about Aquent's Technology Solutions is displayed.
- 2.** Supporting information related to the Technology Solutions is added to the right column, like quick contact info, clients that the technology solution's caters to, and a testimonial from a client, with an promotional space for anything they want to show off -- the testimonial content would rotate in a new testimonial on new page load.

QUESTION?

Does this entity operate outside the aquent umbrella? Manage their own content? If not why isn't their site information integrated better into the aquent.com site? It is strange UX to take the user to a whole new site that looks and acts the same but all of the controls have either changed or have been removed

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FAQs

Top 5 list
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Share | Print

- About Us >
- Services >
- 1 News & Events >**
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

- 2 Newsroom** In The News Press Releases Events Press Kit

Newsroom

- 3 In the News**
 - Online vs Physical Portfolios – Still Hungry?
23, Feb, 2010
If a resume is the ‘appetiser’ – or taster – of one’s skills and experience as a designer, the portfolio is the ‘main’ that follows.
 - Bathing in Boston’s beauty
01, Feb, 2010
Home to a rich history and a progressive economy, Boston is no storm in a teacup, says Tim McNamara.
 - Press Releases**
 - Aquent Makes Inavero’s 2010 Best of Staffing™ List
22, Mar, 2010
Aquent announced today that it has been named to Inavero’s inaugural Best of Staffing™ list.
 - Hall of Fame Supplier
18, Feb, 2010
East Moline, IL – Aquent IT Solutions has earned recognition as a Partner-level supplier for 2009 and was inducted into the supplier Hall of Fame in the John Deere Achieving Excellence Program.
 - Events**
 - Aquent Webcast: Going Mobile: A Practical Guide
17, Mar, 2010

4 Featured Article on Aquent >
 Blurp w/Mag Cover or similar
[More link](#)

Featured Event >
 event w/event branding

Ad/Promo Area

1. Newsroom name has been changed to News & Events to be more descriptive of the content that is housed in the section

2. The News & Events section has these subsections:
- Newsroom
 - In the News
 - Press Releases
 - Events
 - Press Kit

3. When News & Events is selected the section defaults to “Newsroom” which is a summary of all the latest news activity with Aquent. Content includes top press release, articles, news and events, each content typ will have 2-3 items as teasers with a link to go to the section for more items

Implementation Note: The coda slider paradigm should be removed and all external links open page in new window

4. To add visual and content interest to the page the right column will have callouts showing off the latest event, magazine feature, news item, etc.

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FAQs

Top 5 list
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- About Us >
- Services >
- News & Events >**
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

Newsroom **In The News** Press Releases Events Press Kit

In The News

2

1

23, Feb, 2010

Online vs Physical Portfolios – Still Hungry?

www.desktopmag.com.au

Tim McNamara, Aquent Creative Agent, Brisbane, Australia
If a resume is the 'appetiser' – or taster – of one's skills and experience as a designer, the portfolio is the 'main' that follows. I'm not talking so much a supersized, expansive feast here. Rather, this 'main' is generous and appropriately-sized and aims to have the 'diner', once finished, feeling 'pleasantly full' but nevertheless still wanting dessert or, to end this metaphor, to see more of you.

01, Feb, 2010

Bathing in Boston's beauty

Marketing Magazine, Australia

Tim McNamara, Aquent Creative Agent, Brisbane, Australia
Home to a rich history and a progressive economy, Boston is no storm in a teacup, says Tim McNamara.

02, Nov, 2009

You can in San Fran!

Marketing Magazine, Australia

Tim McNamara, Aquent Creative Agent, Brisbane, Australia
Australian marketers wanting a Californian sea change are also likely to be seduced by the charms of überhip San Francisco, Tim McNamara discovers.

Featured Article on

3

Aquent >

Blurb w/Mag Cover or similar
[More link](#)

Featured Article on

Aquent >

Blurb w/Mag Cover or similar
[More link](#)

Featured Article on

Aquent >

Blurb w/Mag Cover or similar
[More link](#)

Ad/Promo Area

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FAQs

Top 5 list
[more...](#)

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1. List of News articles with title, author, source, link and summary are displayed (newest first), selecting the link will open the article in a new window with external page loaded
2. The user can find articles by year, region, and country
3. To add visual and content interest to the page the right column will have callouts showing off the featured articles

Share | Print

- About Us >
- Services >
- News & Events >**
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

Newsroom In The News **Press Releases** Events Press Kit

Press Releases

2

1 18, Feb, 2010
Aquent Makes Inavero's 2010 Best of Staffing™ List
 Aquent announced today that it has been named to Inavero's inaugural Best of Staffing™ list. Best of Staffing, presented in partnership with CareerBuilder, is the nation's only client satisfaction award that recognizes exceptional client service in the staffing and recruiting industry.

18, Feb, 2010
Aquent IT Solutions earns recognition as a John Deere "Partner-level Supplier" and Ten-Year Hall of Fame Supplier
 East Moline, IL – Aquent IT Solutions has earned recognition as a Partner-level supplier for 2009 and was inducted into the supplier Hall of Fame in the John Deere Achieving Excellence Program.

19, Jan, 2010
Aquent Launches Website About Websites Called InternetOnlineWebsite.com
 Aquent, the global leader in marketing and design staffing, announced the launch of an interactive website called InternetOnlineWebsite.com, which is a website ABOUT websites (and marketing, direct mail, graphic design, etc.). It's been specially designed to educate, enlighten, and delight those who are looking to add to their online presence and marketing initiatives, and it shows marketers and designers the people they need to get the job done.

3 Ad/Promo Area

Ad/Promo Area

1. List of Press Releases with title, date, link and summary are displayed (newest first) - selecting the link opens the release in its own page (see next page for wireframe)
2. The user can find press releases by year, region, and country
3. To add visual and content interest to the page the right column will have callouts showing off the promotional items mentioned in the press releases. Could be an award, event, site, etc.

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- About Us >
- Services >
- News & Events >**
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

- Newsroom
- In The News
- Press Releases**
- Events
- Press Kit

Press Releases

2 [Back to list](#)

1 **Aquent Makes Inavero's 2010 Best of Staffing™ List**

03/22/2010 Aquent announced today that it has been named to Inavero's inaugural Best of Staffing™ list. Best of Staffing, presented in partnership with CareerBuilder, is the nation's only client satisfaction award that recognizes exceptional client service in the staffing and recruiting industry.

The 2010 Best of Staffing winners are truly set apart from the rest of the industry through their extraordinary level of client satisfaction.

"It's gratifying that our customers rank us among the industry's leaders," said Ann Webster, President, Aquent North America. "Each of our agents is an expert in a specific field of Marketing or Design, and that expertise leads to efficient interactions and great matches, which is the essence of staffing."

Staffing firms competing to make the Best of Staffing list underwent a rigorous client survey process followed by careful analysis of responses to determine satisfaction levels. Best of Staffing participants secured their place on the list by exceeding the national staffing industry benchmark for client satisfaction by more than 22 percent.

Most Recent

1. Prese Release number one
2. Prese Release number two
3. Prese Release number one
4. Prese Release number one
5. Prese Release number one

[More link](#)

- 1.** Whena press release link is selected from the PR list, the full release content is displayed
- 2.** The user can go back to the list using the "back to List" button or by selecting the back button in the browser
- 3.** To make it easier for users to get to the next release the right column will have links to the newest PR (newest first) using the PR's title as the link content.

The user can go back to the list using the "More" link

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FAQs

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- About Us >
- Services >
- News & Events >**
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

Newsroom In The News Press Releases **Events** Press Kit

Events 2 Location Country

1 17, Mar, 2010

Aquent Webcast: Going Mobile: A Practical Guide

The iPhone, Blackberry, Google Android, Kindle, and now the iPad. Mobile is growing smarter, smaller, and increasingly ubiquitous. There are over 270 million mobile phone subscribers in the the U.S. A whopping 90% of the US population. It's changing the way people live, enabling them to do more on the go. For marketers, this is the new frontier.

Promo Area/Call to Action

25, Mar, 2010

Aquent/AMA Webcast: Demystifying Social Media Measurement

Speaker – John Lovett, Senior Partner at Web Analytics Demystified.

The social media frenzy is escalating as millions of consumers flock to sites like Facebook, Twitter, YouTube and Flickr to find their social media fix. Now marketers seek out customers in these new channels with an estimated 86% that plan to increase their investments in social media activity this year. However, among these marketers, a staggering number are failing to measure

Promo Area/Call to Action

3 **Featured Event >**
Blurb w/event branding
[More link](#)

Featured Event >
Blurb w/event branding
[More link](#)

Ad/Promo Area

| | | |
|---|--|--|
| <p>About Aquent</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vel justo</p> | <p>FAQs</p> <p>Top 5 list more...</p> | <p>Follow Aquent</p> <p>Twitter, Facebook, LinkedIn, Blog</p> |
|---|--|--|

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- 1.** List of Events with logo/event image, title, dates, link and summary are displayed (newest first), selecting the link will open the event in a new window with external page loaded
- 2.** The user can find events by region and country
- 3.** To add visual and content interest to the page the right column will have callouts showing off the featured events, webcasts, etc.

Share | Print

- About Us >
- Services >
- News & Events >**
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >

- Newsroom
- In The News
- Press Releases
- Events
- Press Kit**

Press Kit

1 Find out more about Aquent's current business and our history. If you would like to speak with someone at Aquent, please contact publicrelations@aquent.com.

Fact Sheet

Headquartered in Boston, Massachusetts, Aquent is a global staffing agency with 73 offices in 18 countries. The company has European headquarters in London, UK, and Asia Pacific headquarters in Sydney, Australia.

Aquent US and Canada Businesses

Aquent

- Staffing
- Solutions
- On Demand

Aquent Healthcare Consulting

Aquent International

Aquent operates in Australia, Greater China, France, Germany, India, Japan, Malaysia, the Netherlands, New Zealand, Poland, Singapore and the United Kingdom.

Businesses

- Aquent Staffing
- Eloquent Staffing
- Studios

Logos

[Download logos](#)

A Q U E N T

Ad/Promo Area

1. Press Kit information is displayed

2. The user has access to approved logos available in various formats and sizes

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Share | Print

- About Us >
- Services >
- News & Events >
- Awards >**
- Resources >
- Partnerships >
- Fun Stuff >

Awards

Awards

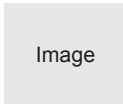
2

Year

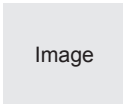
Location

Country

1



Nov, 2009
Aquent wins Best Multi-National Agency and Best Agency Website at the Recruitment Excellence Awards
 For the second year running, Aquent wins Best Multi-National Agency and for the first time, Best Agency Website, at the 2009 Recruitment Excellence Awards (REA) in Australia.



Oct, 2009
Aquent Awarded 2009 WebAward for Outstanding Website by Web Marketing Association
 Aquent awarded "Outstanding Achievement in Web Development" in the employment category



Sep, 2009
Aquent awarded Runner Up Best Specialist Recruiter (Medium category) at the Australian SEEK Awards
 Australia's recruitment industry celebrated in style on 25 September, as the jobseeker's favourites were honoured at the SEEK Annual Recruitment Awards (SARAs) in Australia.

Featured Award > award with award pic

3

Featured Award > call to action to vote

1. List of Awards with award image, title, date, source, link and summary are displayed (newest first), selecting the link will open the article in a new window with external page loaded
2. The user can find awards by year, region, and country
3. To add visual and content interest to the page the right column will have callouts showing off the featured awards, or calls to action to vote, etc.

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Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

1

- Resources**
- Surveys
- Case Studies
- Blog
- Webcasts
- White Papers

Resources

3

2

Surveys

In the US Aquent regularly conducts surveys with the AMA on subjects of interest to marketing and design professionals. The topic we cover most frequently is, "How much should I be making"

Call to Action/
Get Involved

The Aquent Orange Book is the European and Asia Pacific marketing and design industry monitor and salary survey. Conducted every 18 months in 7 languages and across 14 countries this is the most comprehensive hiring report available.

Case Studies

Aquent has helped clients all over the world find and manage their marketing and creative resources. We've got a lot of stories to tell!

Featured

Featured Case study with blurb and image

White Papers

Our white papers provide valuable guidance on how to solve complex marketing and design challenges.

Featured

Featured whitepaper with blurb and image

Blog

We answer your questions, provide advice, and share our knowledge about marketing and design careers, people, and trends. Is there anything you'd like us to talk about? What would you like to discuss?

Go To Site

Webcasts

Featured Wecast here...

More

Ad / Promo Area /
Salary Survey

1. The News & Events section has these subsections:

- Resources
- Surveys
- Case Studies
- Blog
- Webcasts
- Whitepapers

2. When Resources is selected the section defaults to "Resources" which is a summary of all the latest resource activity with Aquent. Content includes new surveys, case studies, and whitepapers, each content type will have leadin copy with links all items and a featured spot for the newest or most interesting case study and whitepaper with a quick summary blurb and cover art

3. The right column will highlight new blog information and webcast information

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FAQs

Top 5 list
[more...](#)

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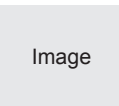
Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

Resources **Surveys** Case Studies Blog Webcasts White Papers

Surveys

1

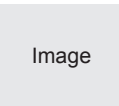


Lessons From the Web Front Lines: an Aquent | Monster Survey of Web Professionals

This is a presentation of the results of a series of nationwide online surveys conducted by Aquent and Monster including Web professionals, employers and recruiters who hire Web professionals. This give a look into a lone growth area of the talent market that could be the difference between survival and prosperity in this economy and the recovery—when it happens.

[View](#)

[Download \(PDF\)](#)



2009 AIGA | Aquent Survey of Design Salaries

The AIGA | Aquent Survey of Design Salaries is the most comprehensive annual survey of compensation data for the communication design profession in the United States. It reports the actual salary ranges for design positions among AIGA members and related professionals in the United States.

[View](#)

[Download \(PDF\)](#)

2

Get Involved

Call for sign ups to be involved in surveys

Ad / Promo Area /
Salary Survey

1. The survey list will have the survey results and summary information available to users. The user can view the complete results document in an HTML page or download the pdf.
2. The right colum will highlight a new survey with a call to action for users to get involved.

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- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

Resources **Surveys** Case Studies Blog Webcasts White Papers

Surveys

2 < Back to List

Download (PDF)

1 **Lessons From the Web Front Lines: an Aquent | Monster Survey of Web Professionals**

CHALLENGE

Our client creates, services, and powers global online learning programs. In the spring of 2009, the company began working on a new project migration and needed ten web content developers to begin the following week on a contract that would last four to six months. This request was just the beginning; over the next several months our client would experience phenomenal success and high growth, frequently needing to add developers—at times with just two days' notice.

AQUENT SOLUTION

In close collaboration with our client—and based upon our strong existing relationship and our knowledge of their business—we combed Aquent's extensive candidate database to source the strongest web content developer candidates with HTML, CSS, and JavaScript skills. To fully understand each candidate's strengths and weaknesses, and to ultimately determine their suitability for the role and the client's environment, we performed an initial phone interview and a follow-up video conference interview, along with a thorough skills assessment. Even as our client's needs continued to escalate, we were able to respond, on time and within budget, with a selection of highly qualified candidates.

IMPACT

The addition of Aquent web content developers greatly contributed to our client's remarkable growth. Over an eight-month period we identified and placed 47 new team

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1. When a "View" survey link is selected from the Survey list, the full survey content is displayed in HTML form
2. The user can go back to the list using the "back to List" button or by selecting the back button in the browser

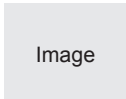
The user can download the survey document as a PDF

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

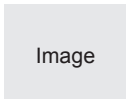
- Resources
- Surveys
- Case Studies**
- Blog
- Webcasts
- White Papers

Case Studies

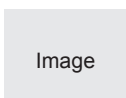
1

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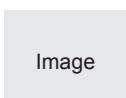
Web Content Development
Aquent helped a creator of global online learning programs to significantly scale its website content team- providing 47 developers- and to win an important new piece of business.

[View](#) [Download \(PDF\)](#)
- 

Flash Development
Aquent delivered the Flash expertise that an IT provider needed to develop an application enabling countries to track key performance indicators and thereby help drive economic development.

[View](#) [Download \(PDF\)](#)
- 

Data Analytics - Automotive Giant
By assembling a customized team of 70 specialists, Aquent helped an automotive giant bring data analytics in-house, saving the company millions of dollars and increasing its control over data.

[View](#) [Download \(PDF\)](#)
- 

Data Analytics - Campaign targeting
Aquent helps an insurance leader develop better targeted campaigns by providing expert data analytics talent to consolidate, reconfigure, and analyze consumer data from diverse product lines.

[View](#) [Download \(PDF\)](#)

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1. The Case Studies list will have the case studies listed in summary format. The user will be able view the content as an HTML page or download the pdf.

Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

- Resources
- Surveys
- Case Studies**
- Blog
- Webcasts
- White Papers

Case Studies

2 < Back to List

Download (PDF)

1

Web Content Development

CHALLENGE

Our client creates, services, and powers global online learning programs. In the spring of 2009, the company began working on a new project migration and needed ten web content developers to begin the following week on a contract that would last four to six months. This request was just the beginning; over the next several months our client would experience phenomenal success and high growth, frequently needing to add developers—at times with just two days' notice.

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The user can download the case study document as a PDF

Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

Resources Surveys Case Studies **Blog** Webcasts White Papers

Blog

2

Go To The Aquent Blog

1

Thu, 08 Apr

Soundalikes

I spend a good portion of my workday reviewing résumés and other written candidate submissions. Occasionally, I come across a misspelled word here or there, such as responsibilities missing the last i, or letters mysteriously switching places, such as with...

Wed, 07 Apr

How to answer the toughest interview question..

Suit? No suit? Business casual.... What does that even mean? It's 95 degrees out and you're hauling down the street in a full suit, button down, and tie. You're lost. AWESOME... and to top it off, you have about 1...

Wed, 07 Apr

I heart An Event Apart (hey, that rhymes!)

And it's true, too!!'m in Seattle attending my second An Event Apart event, and they just keep getting better. To be honest, I fell in love last December when I attended AEA in San Francisco, and every presenter was smart,...

Tue, 06 Apr

The iPad Cometh

I was not one of these people in line for an iPad on Saturday. It's true I wasn't one of the folks who plucked up the 300,000 that sold that day (yes, 300,000 - including "pre-ordered iPads, sales at

Twitter

Twitter feed here...

3

Ad / Promo Area /
Salary Survey

1. The blog list will have a list of the latest blog entries from the aquent blog with summary information available to users.

Selecting a blog link will take the user to that specific article in the aquent blog in a new window

2. In the header could be a link that gives the user quick access to the blog, when clicked the blog opens in anew window

3. The right colum could highlight other external sites/feeds like twitter.

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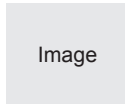
Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

- Resources
- Surveys
- Case Studies
- Blog
- Webcasts**
- White Papers

Webcasts

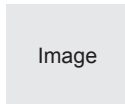
1



Good Marketing - Marketing for Social Good
 Presented by: Nancy Goldstein, Chief Strategist, Compass(x) Strategy

Surveys consistently report that consumers would choose a brand that “makes the world a better place” over other brands and will pay more for such a brand – even in a recession. How should marketers capitalize on this? Web 2.0 has made it possible for companies to engage with specific communities about relevant causes like never before.

View



Web Standards – Today and Tomorrow
 Presented by: Faruk Ates from the Web Standards Project and Susie Hall, Interactive Design Practice Leader, Aquent

Interactive teams today are faced with rapidly changing technology and a world where online content must stay fresh and relevant to compete. In this climate of change, design and development dollars are wasted as companies struggle without

View

2

Upcoming Webcast
 Webcast promo here...

Register

Have an idea for a webcast?
 Allows users to submit ideas on topics they want covered.

1. The Webcasts list will have a list of upcoming and archived webcasts listed in summary format. The user will be able view the webcast content in a “microsite”
2. The right column will highlight upcoming webcasts asking people to pre-register, in addition, it could also highlight a very popular archived webcast

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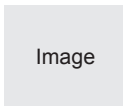
Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

Resources Surveys Case Studies Blog Webcasts **White Papers**

White Papers

1

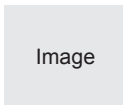


Managing Global Marketing Execution: A Core Competency

As products, market segments, and marketing messages proliferate globally, marketers face the challenge of how to execute strategies that consistently communicate core product benefits in a manner that reflects local needs, competitive environments, and cultural preferences. What we have found in working with companies on global execution of marketing materials is that the key success.

[View](#)

[Download \(PDF\)](#)

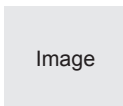


The Business Case for Marketing Resource Management (MRM): Increasing ROI Through More Efficient Use of Marketing Resources

The marketing landscape has changed dramatically in recent years, and marketers are taking full advantage of new media channels, segmentation strategies, and capabilities to produce an everexpanding volume of work.

[View](#)

[Download \(PDF\)](#)



Successful Creative Briefs: Linking Business Objectives and Creative Strategies

Call them what you will—"creative briefs," "design briefs," "marketing briefs," "communications briefs," or even "objectives and strategies statements"—the actual name is less important than helping creative and marketing professionals to fully understand and appreciate their potential value to any design initiative within your organization.

[View](#)

[Download \(PDF\)](#)

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1. The Whitepapers list will have the whitepapers listed in summary format. The user will be able view the content as an HTML page or download the pdf.

Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >**
- Partnerships >
- Fun Stuff >

Resources Surveys Case Studies Blog Webcasts **White Papers**

White Papers

2 < Back to List

Download (PDF)

1 Title of Whitepaper

Executive Summary

As products, market segments, and marketing messages proliferate globally, marketers face the challenge of how to execute strategies that consistently communicate core product benefits in a manner that reflects local needs, competitive environments, and cultural preferences. What we have found in working with companies on global execution of marketing materials is that the key success factors are:

- Driving execution with a clear communication strategy and brand standards
- Controlling your own brand assets
- Managing a set of internal and external execution resources
- Measuring and auditing the results

From the perspective of marketing execution, the trend toward consistent, worldwide communication standards has led to two mutually opposed tendencies:

- Decentralization—Relying on local resources for localization services
- Centralization—Relying on common brand standards to execute global messaging as part of an integrated

3 Table of Contents

1. I'm a section anchor link
2. Yet another section anchor link
3. Still another section anchor link
4. Section anchor link
5. Etc.

1. When a “View” whitepaper link is selected from the Case Study list, the full whitepaper content is displayed in HTML form

2. The user can go back to the list using the “back to List” button or by selecting the back button in the browser

The user can download the case study document as a PDF

3. Some whitepapers have a TOC in the PDF. It may be a good idea to have a list of anchored links for the user to jump to content.

Design Note: As the page scrolls the TOC could scroll along with the user so it's always available

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FAQs

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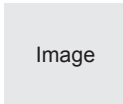
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- About Us >
- Services >
- News & Events >
- Awards >
- Resources >
- Partnerships >**
- Fun Stuff >

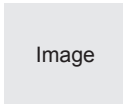
Partnerships

Partnerships

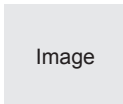
1



American Graphics Institute
 American Graphics Institute provides training for creative software including Adobe Photoshop, Adobe Flash, Adobe Dreamweaver, and Microsoft Silverlight.



American Institute of Graphic Arts (AIGA)
 As its National Partner for Career Development, Aquent works closely with the AIGA to create salary surveys, support national events, and provide innovative career options for designers.



American Marketing Association (AMA)
 As an Official Marketing Partner of the AMA, Aquent provides resources that help marketing organizations and professionals work better, including career development content, annual compensation surveys, and support of the first annual MPlanet conference.



Massachusetts Innovation & Technology Exchange (MITX)
 MITX—the Massachusetts Innovation & Technology Exchange (MITX: “my-techs”) is the industry and professional organization where technology, marketing and digital media intersect.

2

Want to partner with us?
 Contact us

Partner Events
 This is an event promo...

Barbarian Partnership
 Blurbs and Links for viral sites

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FAQs

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[more...](#)

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1. The Partnerships page displays the partners Aquent has with the relationship to the company
2. The right column could be used to callout for other companies to partner with Aquent, highlight co-branded events, and partnerships that have a lot of activity currently like with teh Barbarian Group.

Share | Print

- About Us >
- Services >
- News & Events >
- Awards >
- Resources >
- Partnerships >
- Fun Stuff >**

Fun Stuff

Fun Stuff

1

Erum quia sequi neceperro velicaborem con num verum fugiatque comnimi nturis eum restiatur? Quis sectatum sint eumendist, id que nihiciur?Ut ea volecullaut omnihilibus vid quam nima corepti aspedia ssmiaioreste plibusam facepe nossunt arci doluptis sundis

Ad / Promo Area / Salary Survey



I Am Effed

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Go To Site



InternetOnlineWebsite.com

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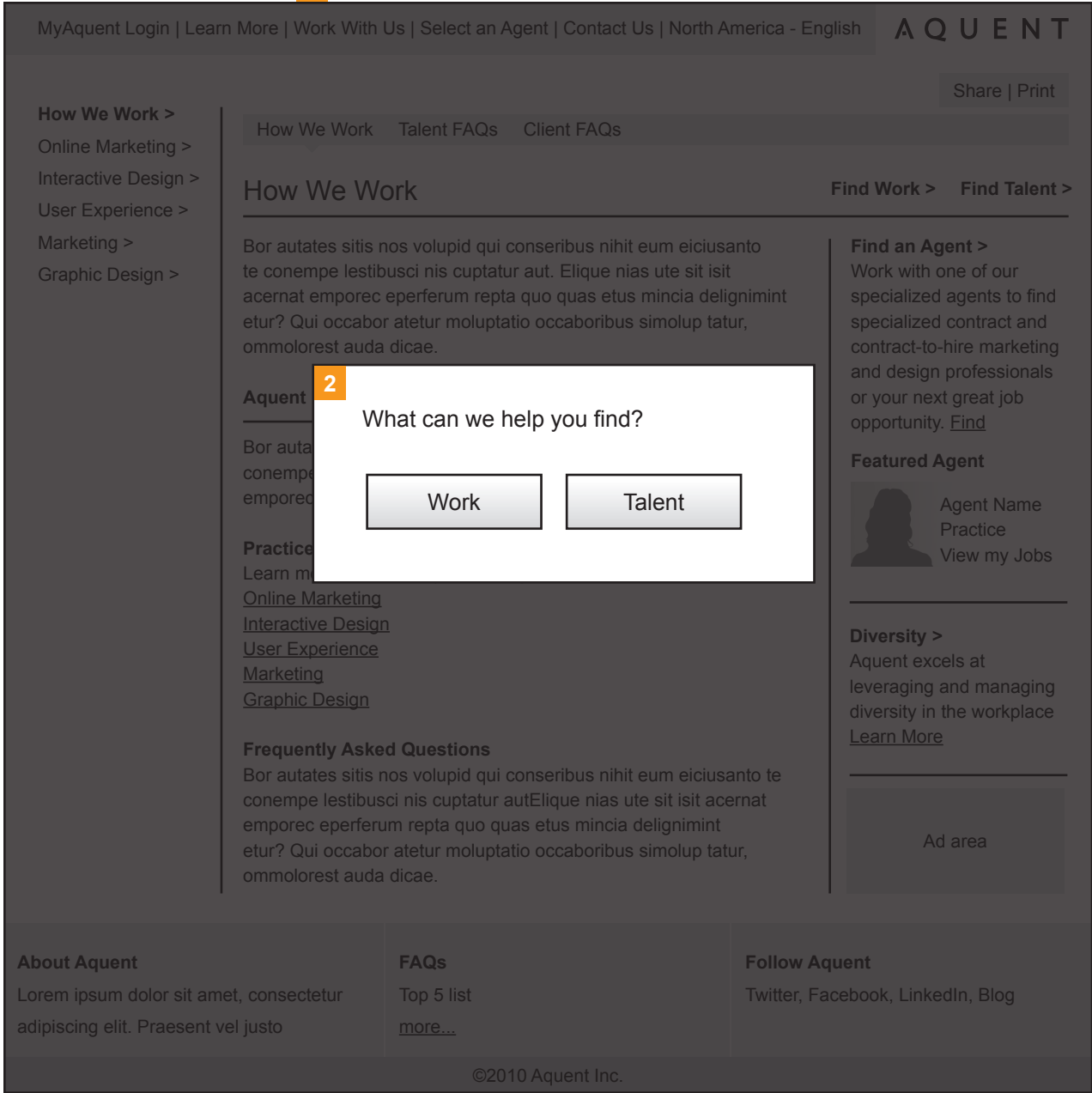
1. The Fun Stuff page displays all of the quirky goings on at Aquent . These items don't really fit into ant category, items could include viral marketing sites

Revisions

4.8.2010

The purpose of the document is to look at ways of optimizing the user experience in the Work With Us section of the Aquent.com website. Optimization includes reducing the reliance on the content slider and giving pages their own URLs.

1



1.

- A new nav item is added to the top bar, “Work With Us,” it will have these options:
- How We Work
 - Online Marketing
 - Interactive Design
 - User Experience
 - Marketing
 - Graphic Design

2.

When the user first comes to any page in the “Work With Us” section, we could present them with a way to identify themselves so we know how to serve up more relevant content. (A modal box is shown in the wireframe)

The identification does not prohibit the user access to any and all content. So, if a user identifies themselves as looking for work they can still see information that someone looking for talent would see

Once the user identifies them selves the modal box is removed and content becomes legible underneath

Share | Print

1

How We Work >

- Online Marketing >
- Interactive Design >
- User Experience >
- Marketing >
- Graphic Design >

3

- How We Work
- Talent FAQs
- Client FAQs

How We Work

4

- Find Work >
- Find Talent >

2

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Aquent helps you find **Talent** **Work**

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Practice Areas

Learn more about our specialized practice areas:

- [Online Marketing](#)
- [Interactive Design](#)
- [User Experience](#)
- [Marketing](#)
- [Graphic Design](#)

Frequently Asked Questions for Clients

Bor autates sitis nos voluptid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cuptatur autElique nias ute sit isit acernat emporec eperferum repta quo quas etus mincia delignimint etur? Qui occabor atetur moluptatio occaboribus simolup tatur, ommolorest auda dicae.

5

Find an Agent >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Featured Agent



Agent Name
Practice
[View my Jobs](#)

Diversity >

Aquent excels at leveraging and managing diversity in the workplace [Learn More](#)

Ad area

1. When the user selects the How We Work option or any other option under the Work With Us nav item they will be presented with those same options in the left nav

2. If the user identified themselves as looking for talent then the content displays information relevant to them by default as demonstrated by the tab

3. Links to FAQs for talent and clients are added to the subnav bar

4. In the header area is an addition of 2 new modules - Find Work and Find Talent. These items will be persistent throughout the Work With Us section - selecting either one of these will initiate an agent search

5. Featured agent links to agents profile

A link to the Diversity statement should be added to the side content area

Design Note: Content is removed from nested scrollable windows

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How We Work >

- Online Marketing >
- Interactive Design >
- User Experience >
- Marketing >
- Graphic Design >

How We Work **Talent FAQs** Client FAQs

Talent Frequently Asked Questions

[Find Work >](#) [Find Talent >](#)

1 List of questions and answers specific to talent concerns...

Find an Agent >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Featured Agent



Agent Name
Practice
[View my Jobs](#)

Diversity >

Aquent excels at leveraging and managing diversity in the workplace [Learn More](#)

Ad area

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1. Page has complete set of questions and answers relevant to talent

Share | Print

How We Work >

- Online Marketing >
- Interactive Design >
- User Experience >
- Marketing >
- Graphic Design >

How We Work Talent FAQs Client FAQs

Client Frequently Asked Questions

Find Work > Find Talent >

1 List of questions and answers specific to client concerns...

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Ad area

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1. Page has complete set of questions and answers relevant to clients

Share | Print

- How We Work >
- Online Marketing >**
- Interactive Design >
- User Experience >
- Marketing >
- Graphic Design >

- Online Marketing**
- Our Team
- Jobs
- Clients
- Testimonials
- Blog
- Resources
- Events

Online Marketing

Find Work > Find Talent >

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Aquent helps you find **Talent** **Work**

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Let our team help you

Areas of Focus

- + [Online Marketing Management and Strategy](#)
- + [Search Engine Marketing/Paid Search](#)
- + [Search Engine Optimization \(SEO\)](#)
- + [Email Marketing](#)
- + [Online Public Relations and Content](#)
- + [Social Media and Affiliate Marketing](#)
- + [Web Analytics Consulting](#)

Meet the Team >

2 Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Featured Agent



Agent Name
Practice
[View my Jobs](#)

Clients >

animated clients

Ad area

Follow Practice

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1. The content is a mixture of content from the existing “What We Do” page and “Online Marketing” page

Design Note: The Areas of Focus could be an accordion or each link could open in a modal window instead of traversing away from the page as it does now

2. In the right column each practice will have a “meet the team” blurb with a featured agent.

Design Note: Clients module could animate through top clients with links to client page

The clients module could be swapped for a Top 5 Jobs listing based on practice.

Each practice sometimes has their own links for social sites and blogs - those would be listed in the right column

ALL OF THE WIREFRAME EXAMPLES & CONCEPTS USED FOR ONLINE MARKETING CAN BE APPLIED TO ALL OF THE PRACTICES

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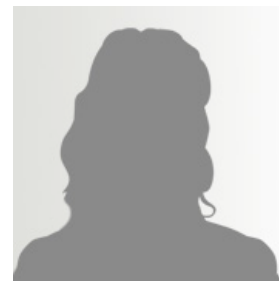
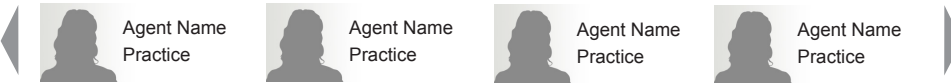
- Online Marketing
- Our Team**
- Jobs
- Clients
- Testimonials
- Blog
- Resources
- Events

Our Team

Find Work > Find Talent >

1 All Regions

2



- Agent Name
- Practice
- Location(s)
- Contact
- Networks
- Testimonials
- Featured Talent
- Job Openings

Show open jobs for agent

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1. The region selection dynamically controls the contents of the slider/carousel, regions could include Boston, San Francisco Bay Area, Los Angeles Area, etc. If the user changes the pulldown the agents in the carousel are dynamically pulled for the agent DB and changed in the display based on the selection

2. The carousel/slider displays the team members/agents for the practice. The user can scroll through the agents. When the user finds an agent they can click on that agent in the carousel and the agent's information is displayed below the scroller without taking the user to a new page or without refreshing the page.

The user can then view detailed information about the agent including job postings. The user can select another agent from the carousel.

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Online Marketing Jobs

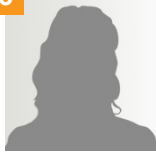
Find Work > Find Talent >

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te

2

Filter Location Agent

3



Agent Name
Practice
Location(s)

Contact

Job Title One

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te aut...

Job Title Two

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te aut...

Like what you see? [Contact me if you have a job to offer or want one](#)

FILLED!

FILLED!



Agent Name
Practice
Location(s)

Contact

Job Title One

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te aut...

Job Title Two

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te aut...

Like what you see? [Contact me if you have a job to offer or want one](#)

FILLED!

FILLED!

Twitter or RSS Feed

Twitter or RSS feed here specific to practice of open jobs...

Ad area

Follow Practice

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1. A new subsection is added to the practice area called "Jobs". In this section the user can view the types of jobs that are available but have been filled by practice type and categorized by agent.
2. The user can filter down the results by changing the filtering criteria. When a filter is changed the results update dynamically to display only those results that are relevant to the filter setting(s). The filters can be changed on a one off basis or they can be combined.
3. Only "top" or "featured" filled jobs for the practice are displayed categorized by agent. The user can view a job summary, then click on a "more" button that gives the complete job description inline with the page, then allows the user to contact the agent find out more on getting involved with Aquent

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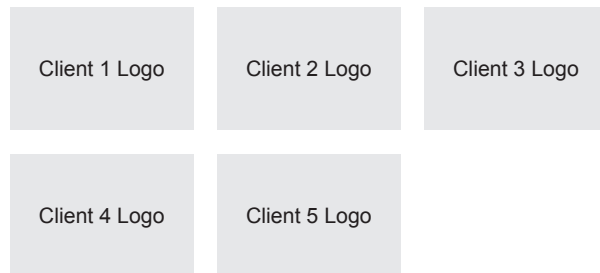
Clients

Find Work > Find Talent >

Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cuptatur aut.

Industries

List industries that Aquent Services?



Meet the Team >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Featured Agent

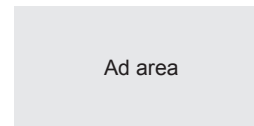


Agent Name
Practice
[View my Jobs](#)

1

Testimonials >

Testimonial goes here...



Follow Practice
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Page displays the clients aquent works with for the specific practice area by showing the clienrs's company logo. The logo should be hot linked to the company'e site (opens a new window)

The page could also list out the types of industries that aquent services.

The testimonial module could be swapped for a Top 5 Jobs listing based on practice.

1. A customer testimonial from the practice can be displayed in the side area. The testimonial can be a single item that can be truncated with a link taking the use to the testimonials page (Note: Testimonials shown would be based on practice not featured agent)

The clients and/or testimonail module could be swapped for a Top 5 Jobs listing based on practice.

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Testimonials

Find Work > Find Talent >

Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis cuptatur aut.

Testimonial

FirstName LastName | Title | Company

Testimonial

FirstName LastName | Title | Company

Testimonial

FirstName LastName | Title | Company

Meet the Team >

Work with one of our specialized agents to find specialized contract and contract-to-hire marketing and design professionals or your next great job opportunity. [Find](#)

Featured Agent



Agent Name
Practice
[View my Jobs](#)

Clients >

animated clients

Ad area

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Page displays testimonials from clients specific to the practice area

The clients module could be swapped for a Top 5 Jobs listing based on practice.

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Online Marketing Our Team Jobs Clients Testimonials **Blog** Resources Events

Blog Find Work > Find Talent >

Blog Entry Subject
 Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cuptatur aut.

Blog Entry Subject
 Bor autates sitis nos volupid qui conseribus nihil eum eiciusanto te conempe lestibusci nis cuptatur aut.


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Featured Agent



Agent Name
Practice
[View my Jobs](#)

Clients >
 animated clients

Ad area

Follow Practice
 Twitter, Facebook, LinkedIn, Blog

Page displays truncated blogs that are relevant to the practice. Blog entries are fed from the aquent blog.

Article links out to the Aquent blog in a new window

The clients module could be swapped for a Top 5 Jobs listing based on practice.

Suggestion: Should we add tweets and change the name from blogs??

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- Events

Resources

Find Work > Find Talent >

- Image **Resource Entry Subject**
Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis cuptatur aut.
- Image **Resource Entry Subject**
Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis cuptatur aut.
- Image **Resource Entry Subject**
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- Image **Resource Entry Subject**
Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis cuptatur aut.

Meet the Team >
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Featured Agent
 Agent Name
Practice
[View my Jobs](#)

Clients >
animated clients

Ad area

Follow Practice
Twitter, Facebook, LinkedIn, Blog

Page displays summary of resource(s) relevant to the practice area. Resources include white papers, presentations, webinars, salary surveys, etc. Resource links out to item in a new window.

The clients module could be swapped for a Top 5 Jobs listing based on practice.

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Events

Find Work > Find Talent >

- 


Date | Event Title
Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis cuptatur aut.
- 

Date | Event Title
Bor autates sitis nos volupid qui conseribus nihit eum eiciusanto te conempe lestibusci nis cuptatur aut.
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Date | Event Title
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- 

Date | Event Title
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Featured Agent

 Agent Name
Practice
[View my Jobs](#)

Clients >
animated clients

Ad area

Follow Practice
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Page displays events relevant to practice area. Event links out to the event site in a new window

The clients module could be swapped for a Top 5 Jobs listing based on practice.

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