SapientNitro

01

Content Audit and High-Level Strategy

Agenda

- Methodology

- Recap of May overview

- Content inventory

- Current NASCAR online ecosystem (brand-controlled)

- Content audit findings

- NASCAR.com in context

- High-Level Content Strategy

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Methodology

- Reviewed NASCAR.com Site Overview results from May 2011

- Reviewed Taylor research

- Reviewed results from stakeholder interviews

- Performed a manual section by section, page-level inventory of NASCAR.com and associated sites

- Performed an automated crawl of NASCAR.com and cleaned up results to ascertain full scope of the site

- Audited content of NASCAR.com and associated properties

- Compared results of NASCAR.com audit in the context of what similar sites are doing, including NFL.com, MLB.com, Formula1.com, IndyCar.com, WWE.com, ESPN.com, and FoxSports.com

Recap of NASCAR.com May Audit

- Content types living on site
  - Mix of straight editorial and video content maintained by Turner
  - NASCAR features user generated content
  - Stories can be commented on by fans

- Editorial direction
  - News and opinions along with community features and other applications
  - Video and straight audio

- Maintenance & governance
  - Regular editorial calendar that ensures fresh video content and articles

- Social presence
  - Prominent Twitter and Facebook presence, though two are maintained separately. Also have MySpace, but no YouTube channel

- Community
  - Revamped NASCAR Nation, with forums and user generated content and blogs

- Enhanced race day content
 - Track Pass, Racebuddy, WatchESPN.com

Content inventory

- Manually inventoried 345 pages of NASCAR.com in English and Spanish to ascertain content types, patterns, and templates

- Performed automated inventory to determine site scope

- Over 17,000 unique pages are available on the Internet (over 5,000 articles and 3,000

- Archived to 2002

- Not all of these, however, available from site navigation

- Numerous different templates exist for similar content types

Current NASCAR content ecosystem
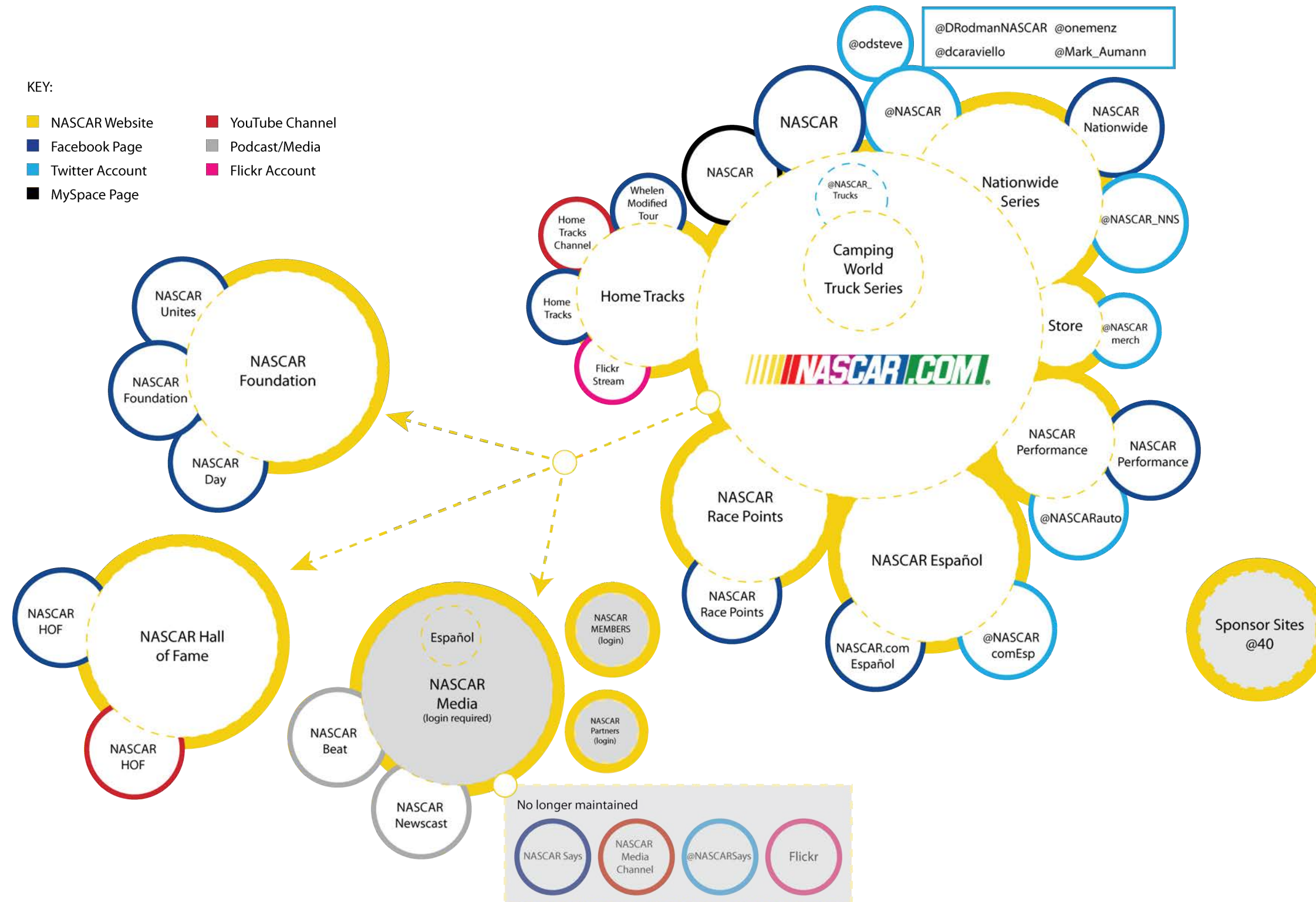
Content audit findings

NASCAR.com and associate sites content were qualitatively evaluated on the following areas:

- Voice and tone

- Editorial direction

- Content experience

- Contextual content

- Community

- Social content

- Spanish language presence

- Governance and maintenance

- Accessibility

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Voice and tone

- Editorial voice and tone is appropriately news-like (AP) for a news destination for the current site purpose
- Voice of video content varies from news-like to reflective of the personalities of the presenters
- Voice for messaging is relatively straightforward
    - Calls to action are action oriented
    - Advertisements, however, sometime break the consistency of messaging and calls to action

Editorial direction

- Content mix
  - Articles
    - 10 - 20% editorial items are no competition focuses—more like "inside baseball" information
    - News is a mixture of reporting (not all competition focused) and opinion
    - Site links to other news sources in "Newswire" to enhance status as a destination
  - Video
    - Mix of competition features and more lifestyle/entertainment features
    - Editorial news and videos are treated separately with relatively little connection
- Stories are long form articles and are not optimized for reading on the web
- Such long form content is focused on avid fans—casual fans will quickly leave the page
- Articles don't use hyperlinks to related pages within copy

Content experience

- Navigation
  - Main taxonomy is relatively clear and straightforward
  - Secondary navigation appears when a user experiencing Nationwide Series content
- Content Types
  - Similar pages for different series are inconsistently displayed
  - Track pages also are inconsistent in their look and the information they contain (e.g., Bristol has a totally different and deeper experience than other tracks)
  - Homepage changes during race day to reflect race status (e.g., green vs. yellow and leaderboard)
- Homepages are only places that showcases social content

Contextual content

- NASCAR.com offers related links on article pages including:
    - Latest news videos
    - Latest headlines
    - Auto Guide articles
    - Standings
    - Editorial Calenders
- Video pages use this are to highlight editorial calendar
- Most of the area usually associated with contextual content is occupied by advertising
- While related links are important, they don't relate to content on page

Community

- NASCAR NATION has over 257K members (5/11)

- Community page recently re-launched with current format

- Provides members ability to blog, comment, and other wise interact with other fans

- NASCAR NATION boasts an active community sharing photos, blogs, and participating in forums
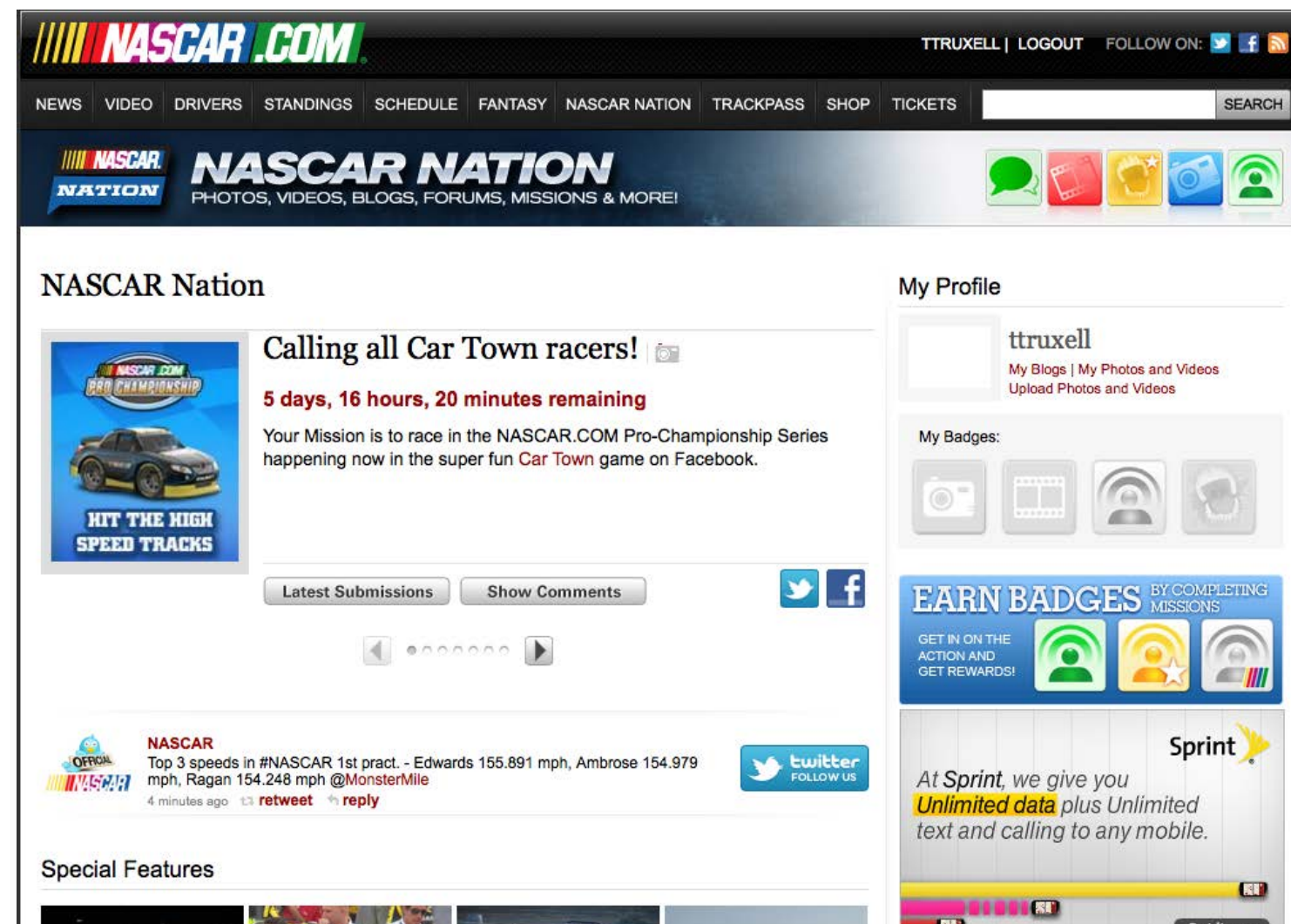
Social content | Facebook

- Over 2 million fans like NASCAR pages on Facebook, Nationwide Series, Camping World Truck Series, and Home Tracks

- Fans are very engaged commenting on links and posts to the page as well as sharing them

- Page only links to stories NASCAR.com

- Maintained by Turner

Social content | Twitter

- 250k+ fans follow NASCAR on Twitter (all accounts)

- Most links are to NASCAR.com

- Tweets serves as a great source of news and information before, during, and after the race

- Twitter feed doesn't provide the number of links that the Facebook page does

- @NASCAR seldom retweets information

- Tweets at other members of the NASCAR community giving a sense of conversation

- Co-managed and all four reporters for NASCAR.com are active on Twitter

Social content | other

- 680k+ Friends on MySpace (and falling over time)

- Page used to share video and results with links back to NASCAR Nation

- Venues are represented on Foursquare

- The NASCAR Foundation and Home Tracks both have YouTube channels

- Neither the Sprint Cup or Nationwide Series have YouTube Channels
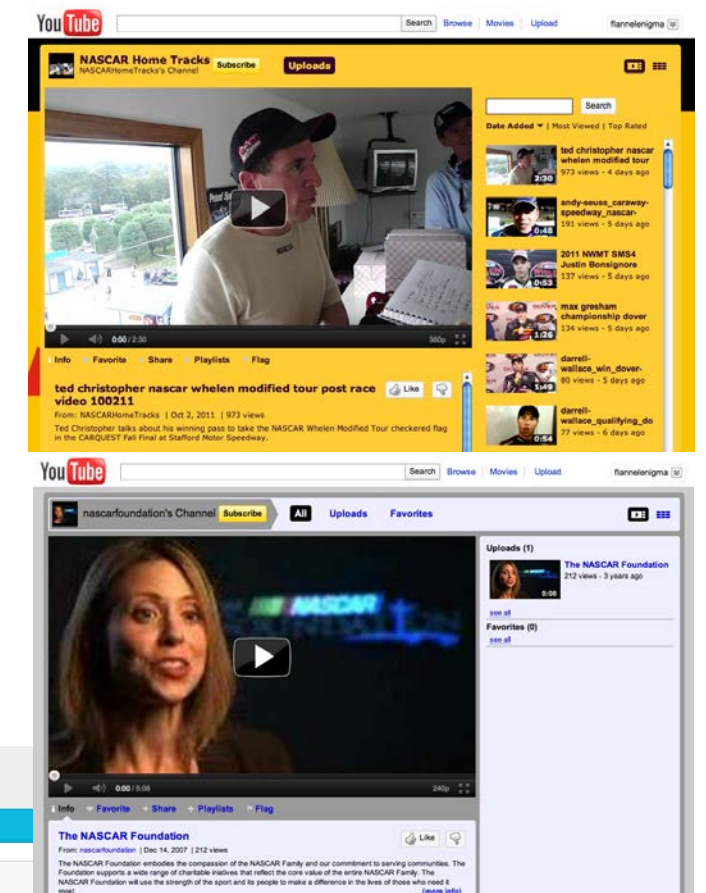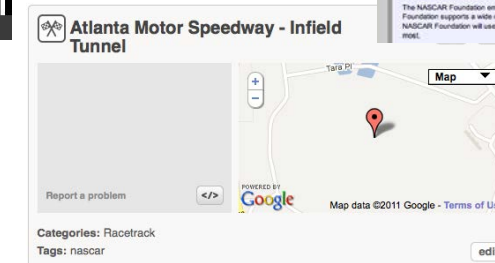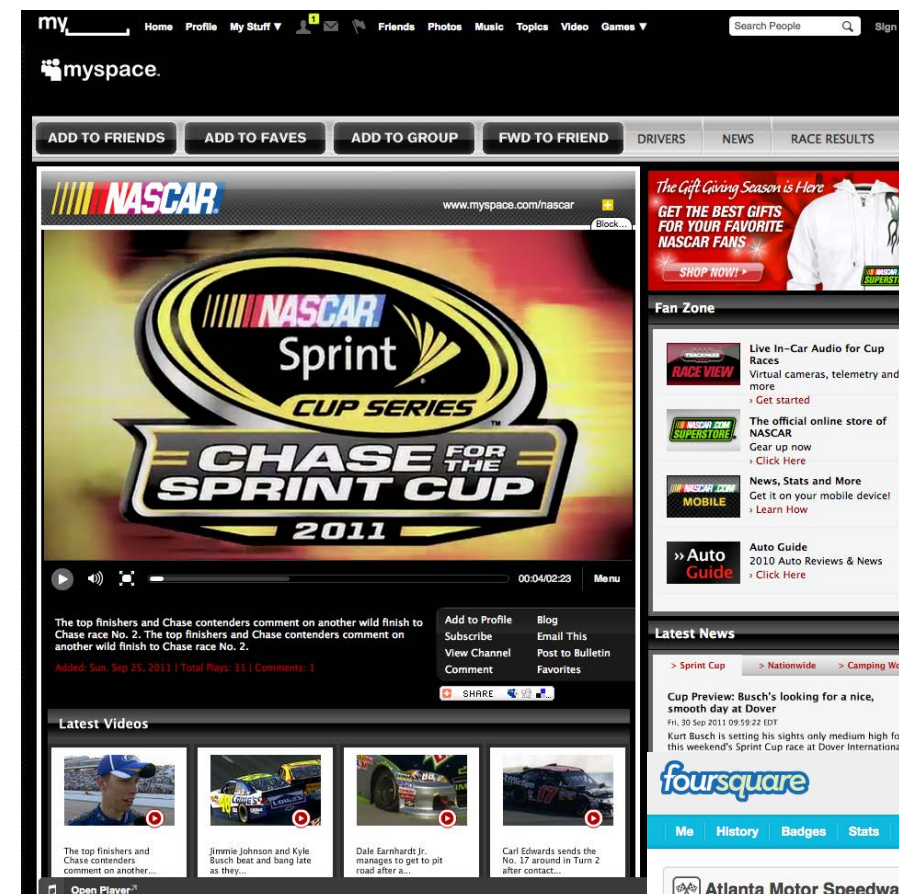
Spanish language presence

- NASCAR.com offers limited Spanish language content, but the amount is much less than the main site—mostly news
  - 98 total pages present
- Some pages offer mix of Spanish and English (mainly due to advertising)
- NASCAR supports Spanish language Facebook page Twitter feed
  - Facebook: NASCAR.COM en Español has 3,686 followers and moderate fan engagement
  - Twitter: @NASCARcomEsp has 353 followers, but is very actively tweeting

Governance and maintenance

- Editorial Calendar
  - NASCAR.com currently has a detailed editorial calendar to ensure fresh and timely content appears on the site
  - 3 to 5 videos are posted on the site each day of the week
  - 3 to 6 articles are posted on the site each day of the week
  - Numerous links to external sites are posted to the Newswire daily (only titles)
- Governance
  - Exact details not available
  - Amount of content published weekly suggests some governance
  - Amount of old content suggests it should be revisited

Accessibility

- Accessibility is an issue with NASCAR.com
- Not all links are properly written with accessibility in mind (e.g., More)
- Images are not consistently tagged with Alt text
- Featured Content, Don't Miss, and Special promotions sidebars may not appear for the blind
- Forms labels are missing from polls on homepage
- Very small text is present at point on the site
- Links to different pages use same text

NASCAR in context

A qualitative comparison of the results of NASCAR.com audit in the context of what similar sites are doing:

- NFL.com

- MLB.com

- Formula1.com

- IndyCar.com

- WWE.com

- ESPN.com

- FoxSports.com

Overview

	NASCAR	Indy Car Series	F1	WWE	NFL	MLB	ESPN	Fox Sports	PGA
Voice and tone									
Editorial direction									
Content experience									
Contextual content									
Accessibility									
Spanish language presence		NA	NA	NA					NA
Social Media (Twitter)									
Social Media (Facebook)									
Social Media (Other)									
Community			NA	NA					

Indy Car Series
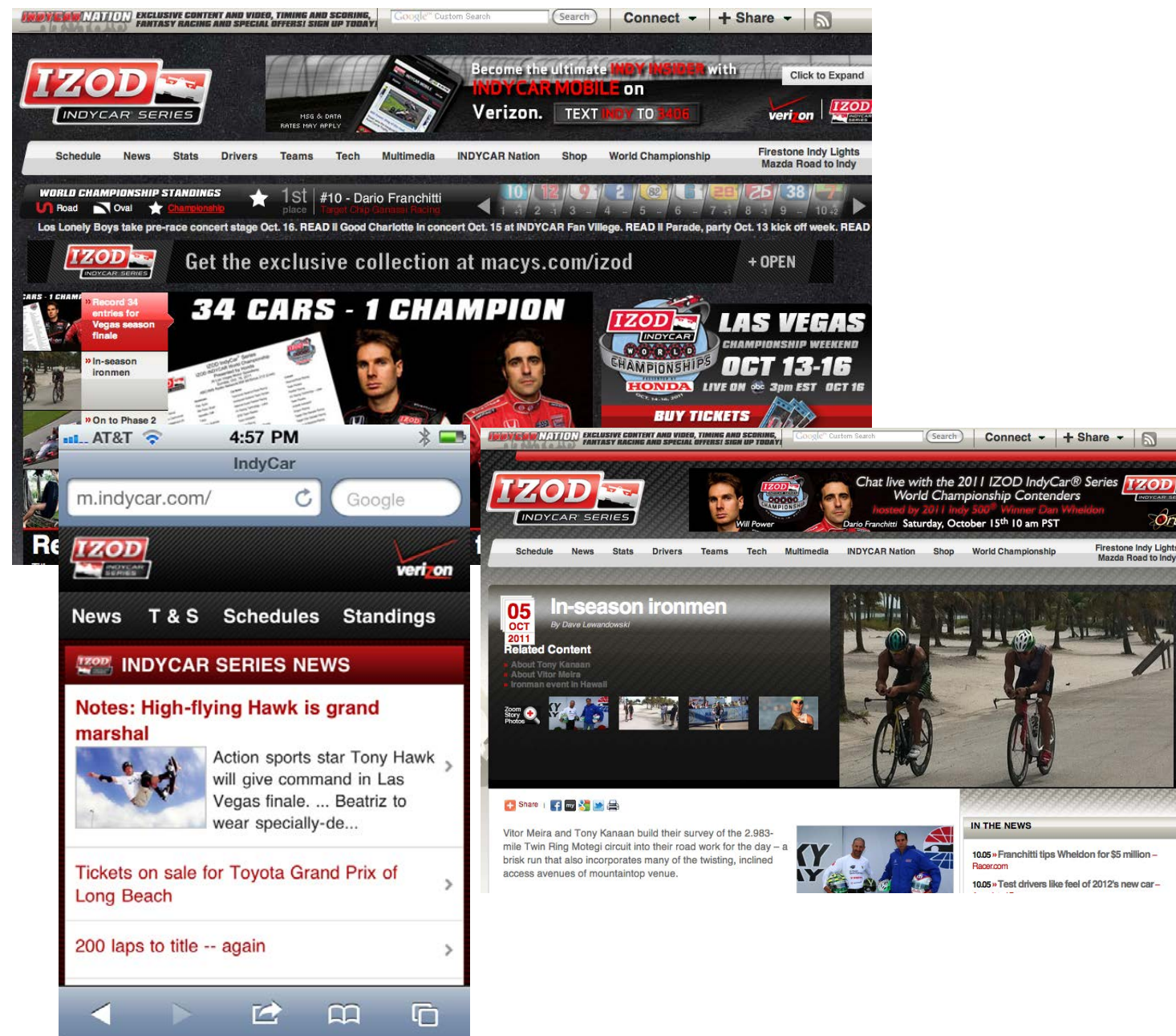
- Has a larger editorial staff and uses blogs for frequent updates

- Editorial calendar is comparable to NASCAR.com

- News is focused on competition and lifestyle pieces

- Less video content than NASCAR.com

- Similar amount of ads, but more intrusive

- Contextual content is only latest news

- Editorial and video not well integrated

- Active in social media, but with a smaller reach

- Stories aren't as commented upon, and IndyCar Nation offers less community functionality

- Advertising is reasonably well integrated except for homepage, where it is intrusive (no mobile ads)

Formula 1
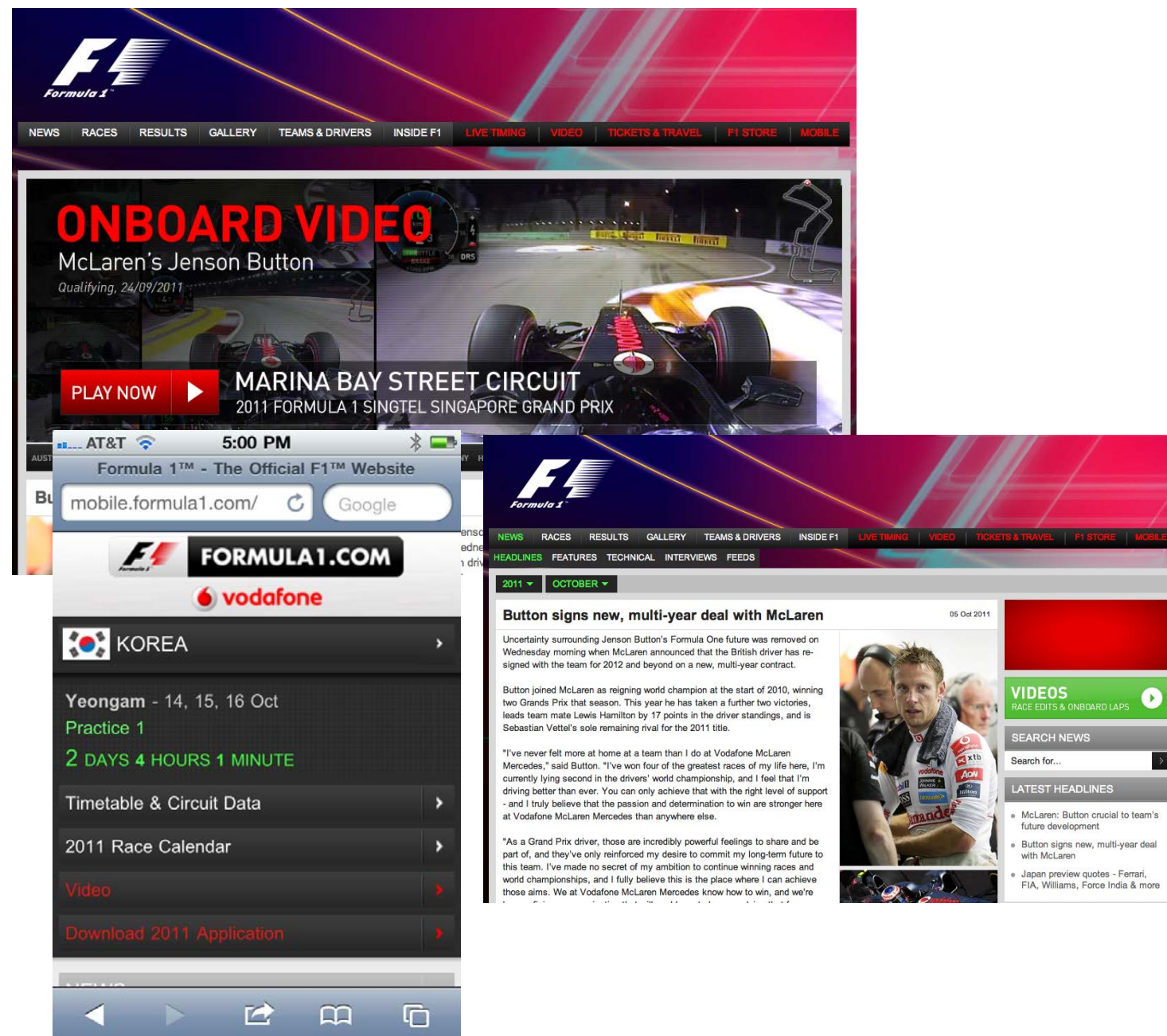
- Pace of editorial calendar is much slower than NASCAR.com

- News is focused purely on competition

- All video content requires registration

- Much less video content

- Contextual content is only latest news

- Editorial and video completely separated

- Social content not well supported (small Twitter presence and no Facebook page)

- No community or commenting features

- Only advertising elements are for features on the site or for mobile experience

WWE
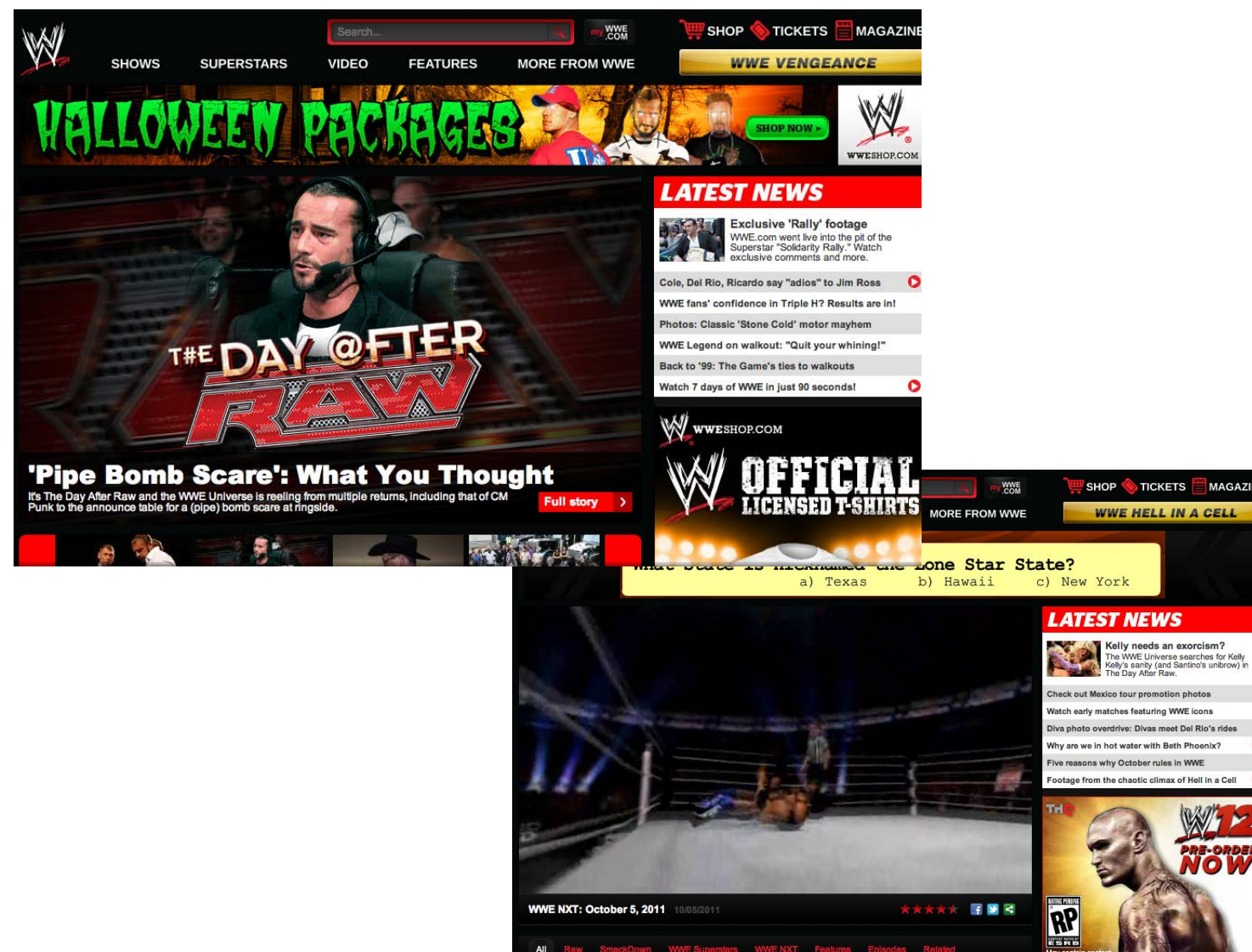
- Pace of editorial calendar is much slower than NASCAR.com

- Good mix of editorial and video

- Much less video content

- Contextual content is only latest news

- Editorial and video more integrated than NASCAR.com

- Very active in social media with posts and comments

- No community or commenting features

- No mobile site

- Advertising integration varied based on the nature of the ads—those that were WWE specific integrated well, while third-party ads did not and did not fit look and feel

NFL

- Pace of editorial calendar is much quicker than NASCAR.com due to a larger editorial staff (articles and video)

- Editorial staff are also active bloggers/tweeters

- News is focused purely on competition

- Great integration of video and editorial

- Contextual focuses on what's popular with users

- Social content lags behind NASCAR

- Community directly integrated into site (no special section)

- Easy access to team sites

- Advertising is limited to one or two instances per page and generally integrates well into the site—mobile site didn't perform in this area as well (one mobile ad per page)

Major League Baseball

- Pace of editorial calendar is much quicker than NASCAR.com due to a larger editorial staff (articles and video)

- Editorial staff are also active bloggers/tweeters

- News is focused purely on competition

- Great integration of video and editorial

- Most extensive use of video

- Contextual focuses teams involved in news item

- Most social content and engagement, though with less reach

- Community directly integrated into site

- Easy access to team sites

- iPad specific site

- Advertising integrated into site very well: limited ads per page, sponsorships drive bulk of ads (no mobile ads)
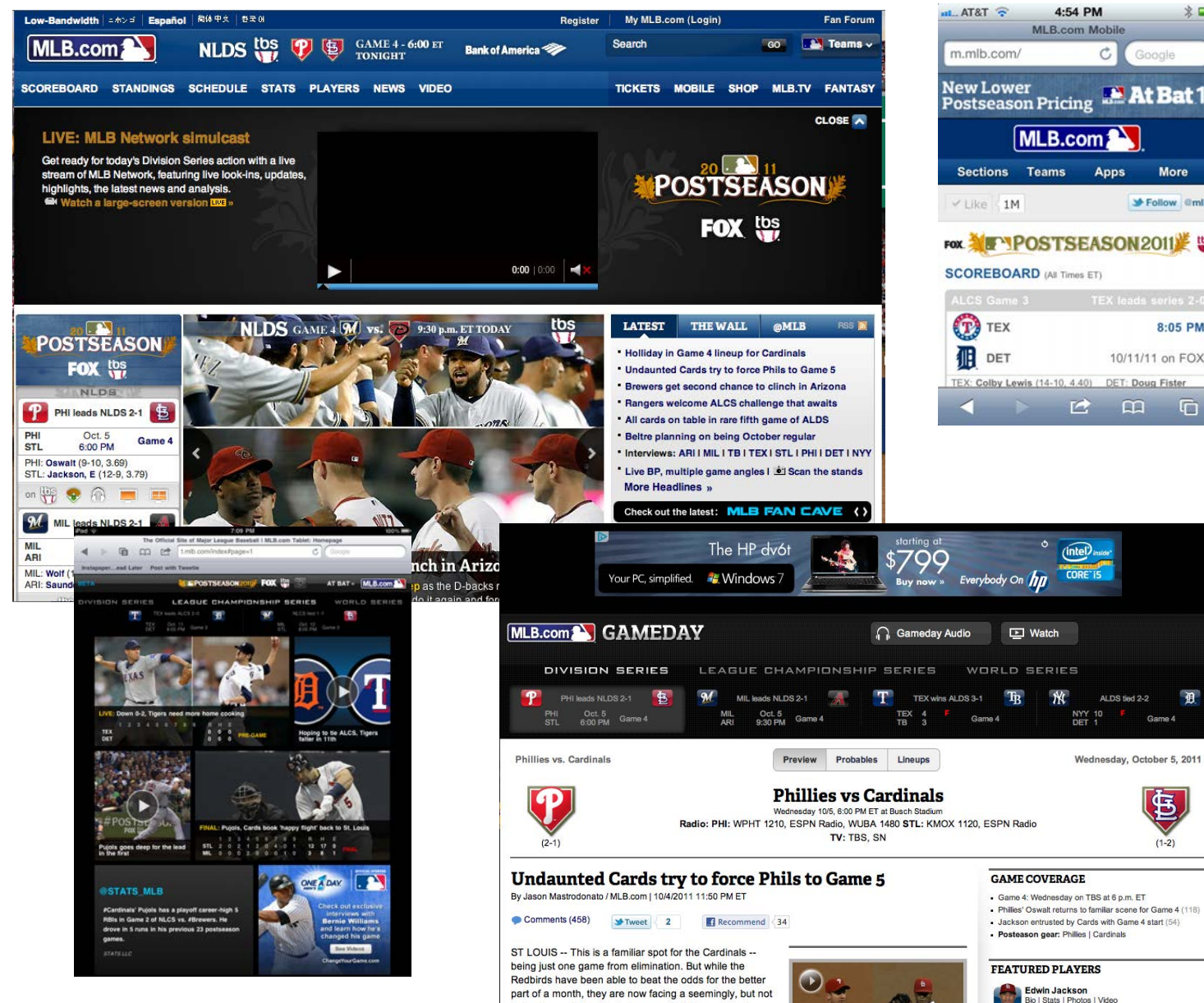
ESPN

- Pace of editorial calendar is much quicker than NASCAR.com due to a larger editorial staff (articles and video)

- Editorial staff are also active bloggers/tweeters

- News is focused purely on competition (save Grantland.com)

- Best integration of video and editorial (related video appears on article pages)

- Contextual focuses on latest news and most sent items

- Social content aggregates various accounts and personalities

- Community directly integrated into site

- iPad specific site

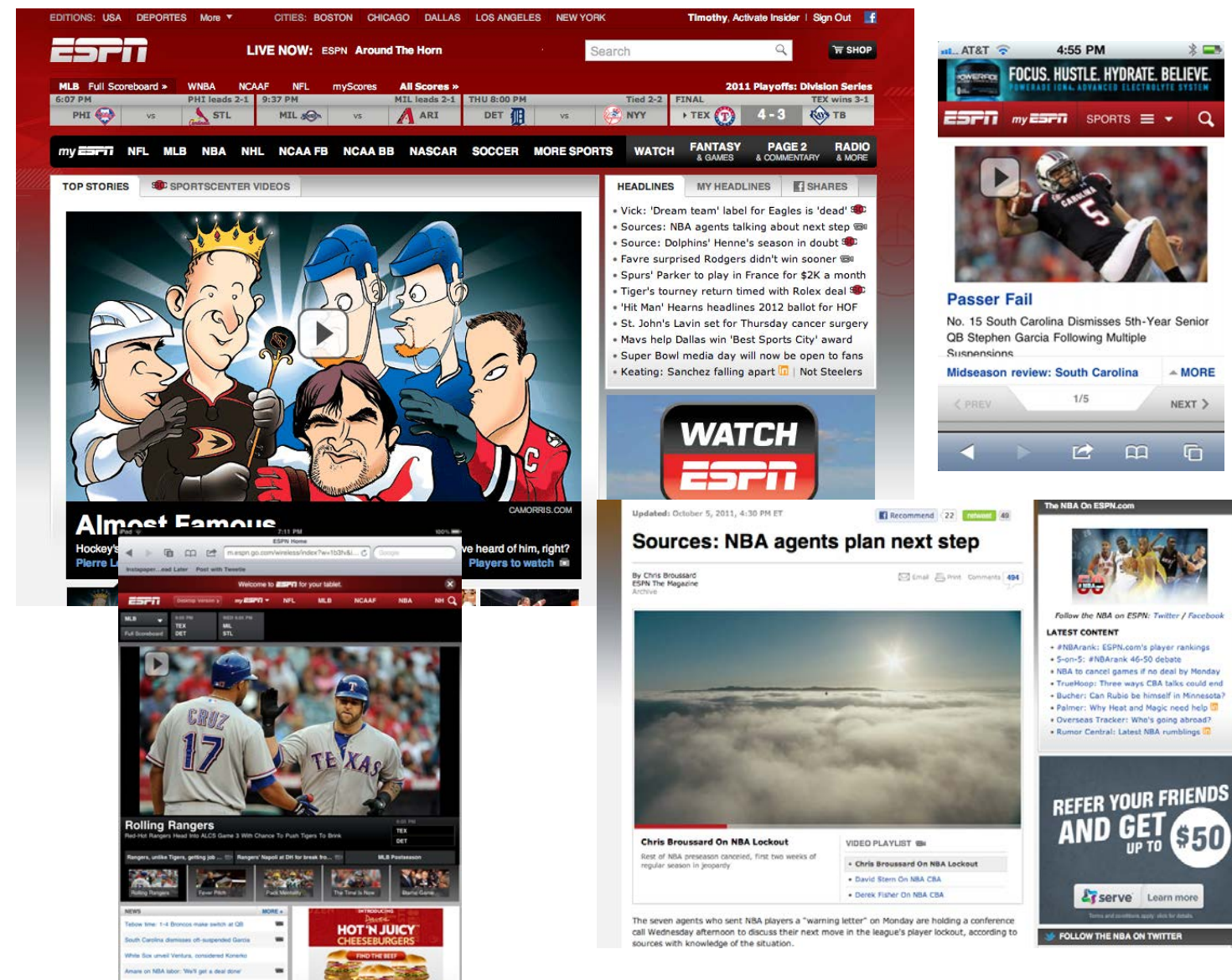- Much more advertising on site, as is to be expected. Integration into larger site varies by instance (ad per mobile page)

FOX Sports
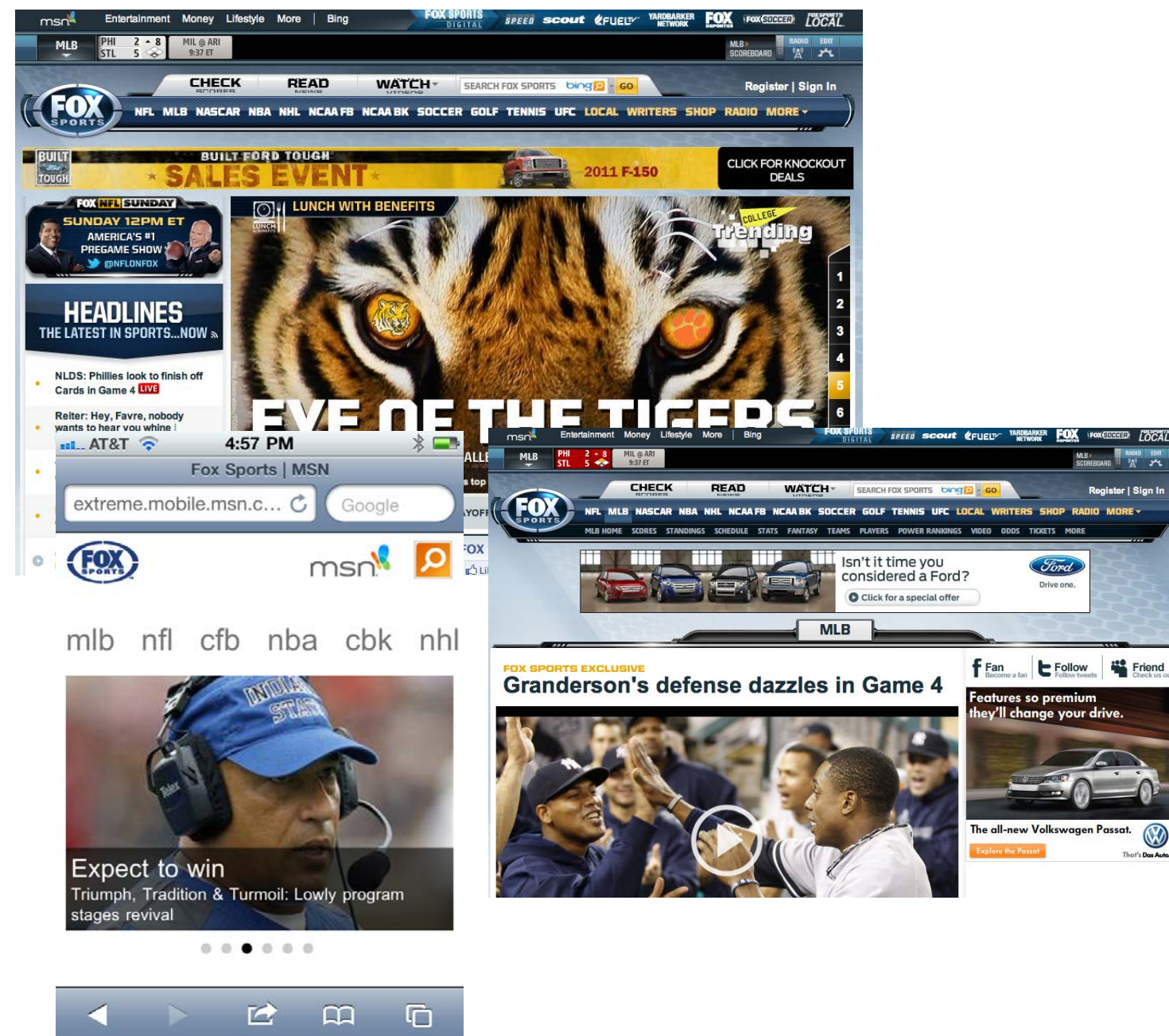
- Pace of editorial calendar is much quicker than NASCAR.com due to a larger editorial staff (articles and video)

- Editorial staff are also active bloggers/tweeters

- News is focused purely on competition

- Good integration of video and editorial

- Contextual focuses on latest news and relevant teams in article/video

- Social content aggregates various accounts and personalities

- Community directly integrated into site

- Very much ESPN light

- Much more advertising on site, as is to be expected. Integration into larger site varies by instance (light mobile ads)

PGA
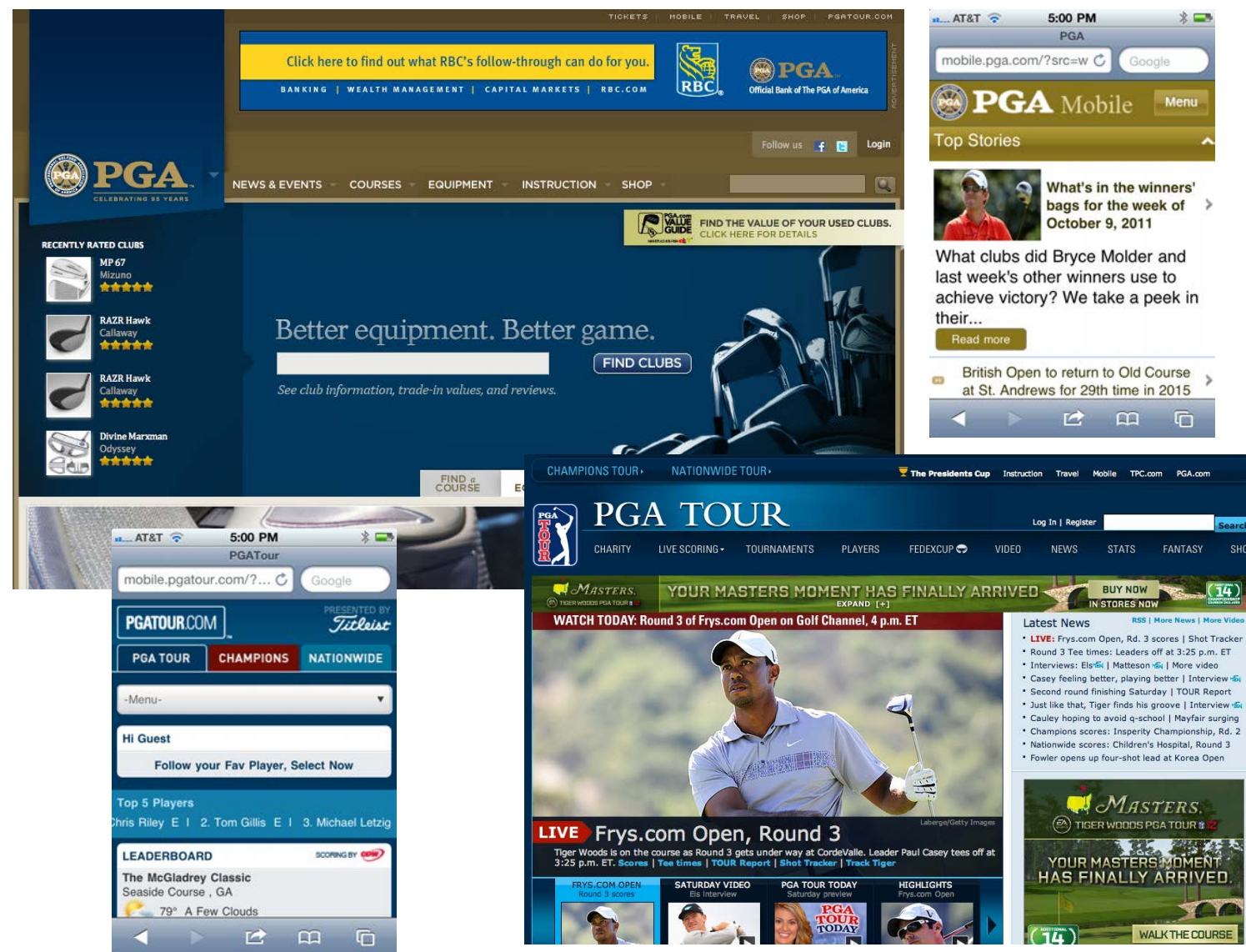
- Pace of editorial calendar is quicker than NASCAR.com
- Editorial stories presented with no frills and very little contextual content
- Splits content between two sites, PGA.com and PGATour.com, competition focused news is concentrated on the latter
- Social content focuses on competition, charity, and players—links to third parties
- Social content actively maintained
- Video an editorial copy are not well integrated—separate sections for each
- No community integrated into tour site
- Golfer pages are more rich than NASCAR.com equivalents
- Tournament pages provide a lot more information that tracks pages
- Advertising is well integrated in placement, numbers, and subject matter—much is related to sponsors (no mobile ads)

For comparison

High-level content strategy

The following slides represent our early thinking on the content delivery strategy.

Priorities:

- Sprint Cup Series

- Driver Star Power

- Engaging Content

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Content needs to move from here...

KEY:

- 🟨 NASCAR Website
- 🟦 Facebook Page
- 🟦 Twitter Account
- ⬛ MySpace Page
- 🟥 YouTube Channel
- ⬜ Podcast/Media
- 🟪 Flickr Account

@odsteve

@DRodmanNASCAR @onemenz
@dcaraviello   @Mark_Aumann

NASCAR

@NASCAR

NASCAR
Nationwide

NASCAR

Whelen
Modified
Tour

@NASCAR_
Trucks

Nationwide
Series

@NASCAR_NNS

Home
Tracks
Channel

Home Tracks

Camping
World
Truck Series

Store

@NASCAR
merch

NASCAR
Unites

Home
Tracks

NASCAR
Foundation

NASCAR
Foundation

Flickr
Stream

NASCAR.COM

NASCAR
Performance

NASCAR
Performance

NASCAR
Day

NASCAR
Race Points

NASCAR Español

@NASCARauto

NASCAR
HOF

NASCAR Hall
of Fame

Español

NASCAR
MEMBERS
(login)

NASCAR
Race Points

NASCAR.com
Español

@NASCAR
comEsp

Sponsor Sites
@40

NASCAR
Beat

NASCAR
Media
(login required)

NASCAR
Partners
(login)

NASCAR
HOF

NASCAR
Newscast

No longer maintained

NASCAR Says

NASCAR
Media
Channel

@NASCARSays

Flickr

KEY:

- 🟨 NASCAR Website
- 🟦 Facebook Page
- 🟦 Twitter Account
- ⬛ MySpace Page
- 🟥 YouTube Channel
- ⬜ Podcast/Media
- 🟪 Flickr Account

Journalists, personalities, drivers

NASCAR

Tour X

@NASCAR_ Trucks

Camping World Truck Series

Nationwide Series

NASCAR Nationwide

Home Tracks

Home Tracks

Flickr Stream

NASCAR.COM.

Store

@NASCAR _merch

Sponsor Sites @40

NASCAR Unites

NASCAR Foundation

NASCAR Foundation

NASCAR Day

NASCAR Performance

NASCAR Performance

NASCAR Race Points

NASCAR Race Points

NASCAR Español

NASCAR HOF

NASCAR Hall of Fame

NASCAR HOF

Español

NASCAR Media (login required)

NASCAR Beat

NASCAR MEMBERS (login)

NASCAR Partners (login)

NASCAR.com Español
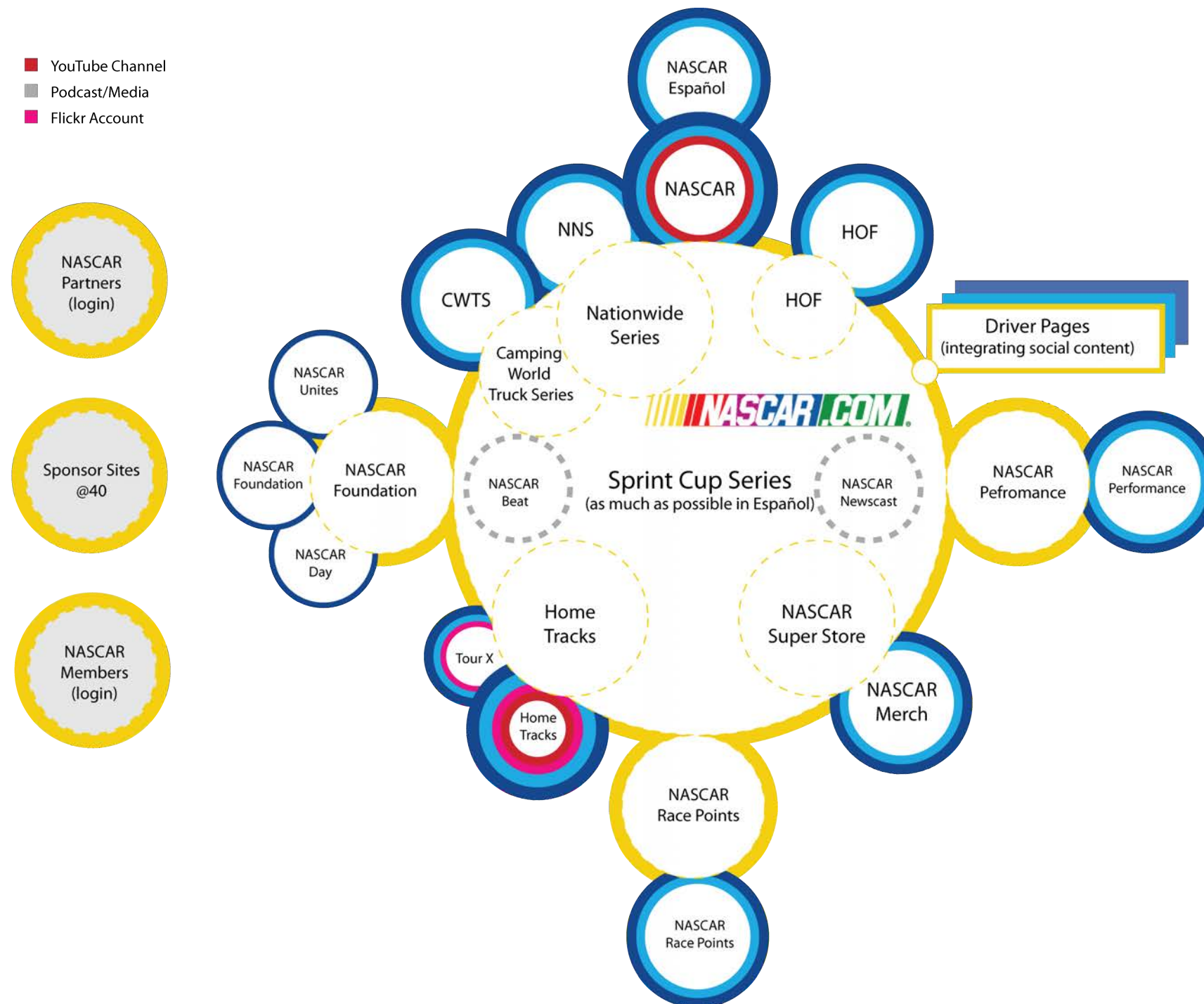
NASCAR Newscast

Sapient Nitro

NASCAR

34

...to here.

KEY:

- 🟨 NASCAR Website
- 🟦 Facebook Page
- 🟦 Twitter Account
- ⬛ MySpace Page
- 🟥 YouTube Channel
- ⬜ Podcast/Media
- 🟪 Flickr Account

NASCAR Partners (login)

Sponsor Sites @40

NASCAR Members (login)

NASCAR Español

NASCAR

NNS

HOF

CWTS

Nationwide Series

HOF

HOF

Driver Pages (integrating social content)

NASCAR Unites

Camping World Truck Series

NASCAR Foundation

NASCAR Foundation

NASCAR Beat

Sprint Cup Series (as much as possible in Español)

NASCAR Newscast

NASCAR Pefromance

NASCAR Performance

NASCAR Day

Home Tracks

NASCAR Super Store

Tour X

Home Tracks

NASCAR Merch

NASCAR Race Points

NASCAR Race Points

Supporting Sprint Cup Series

- Consolidate content on NASCAR.com to make it premier destination for NASCAR news and information
- Use editorial to focus solely on competition during season
- Integrate editorial and video to make for a more seamless experience
- Consolidate social content to provide same information regardless of platform
- Use social content to engage in conversations with fans
- Personalize content experience for fans to provide information they want
- Use personalization to drive better contextual content based on who the fan is
- Provide more web-friendly copy in editorial to better engage casual fans
- Introduce distinct NASCAR voice and tone for messaging on the site
- Syndicate news to position NASCAR.com as premier destination of NASCAR news and information
- Use advertising to provide brand lift to series sponsors
- Enhance accessibility of site as a whole

Growing driver star power

- Increase amount of content around Sprint Cup drivers
- Integrate social feeds of drivers into drivers pages (Facebook, Twitter, blogs, etc.)
- Provide contextual content relating to drivers where appropriate (news, features, etc.)
- Introduce tools and features to help connect fans with drivers so fans can associate with a favorite
- Use advertising to provide brand lift to team sponsors
- Put drivers in context of teams
- Highlight up-an-coming drivers so casual fans can gain an affinity for them from the beginning
- Use editorial to focus on drivers in off-season (where they're from, etc.)
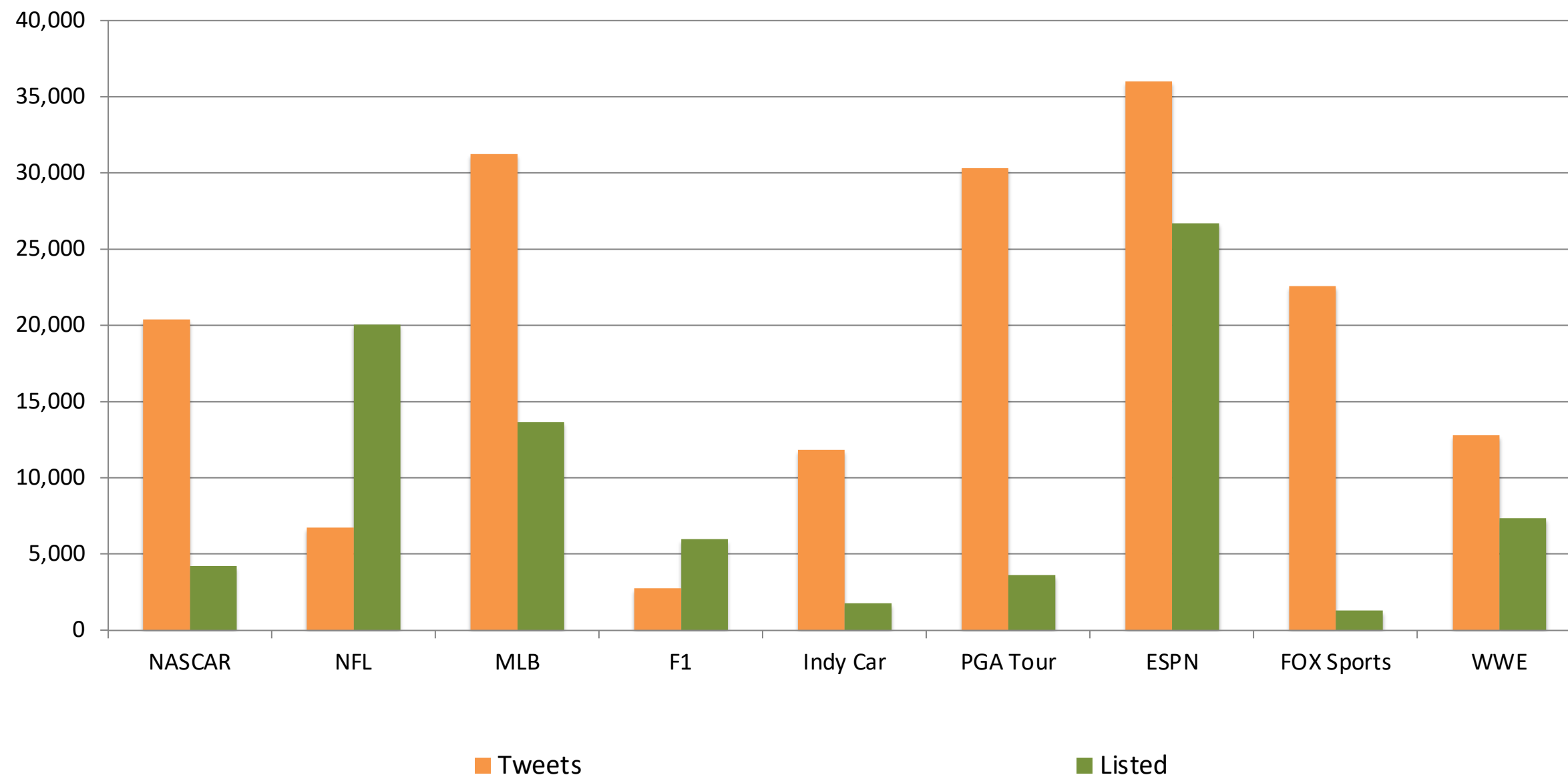
Engaging, interactive content

- Improve access to existing interactive content: Racebuddy, Raceview, Scanner, Pit Command, and fantasy games
- Introduce interactive elements to help fans connect with a favorite driver
- Improve social interaction during race buildup and actual race (Facebook and YouTube)
- Use video in addition to photos in social streams
- Introduce NASCAR YouTube channel (in the works)
- Integration community and user generated content into greater site (i.e., don't keep it in its walled garden)
- Provide content introducing the sport and its rules introduce casual fans to NASCAR and provide transparency for avid fans
- Provide easy to navigate calendar that has enough detail for avid fans and is simple enough for casual fans
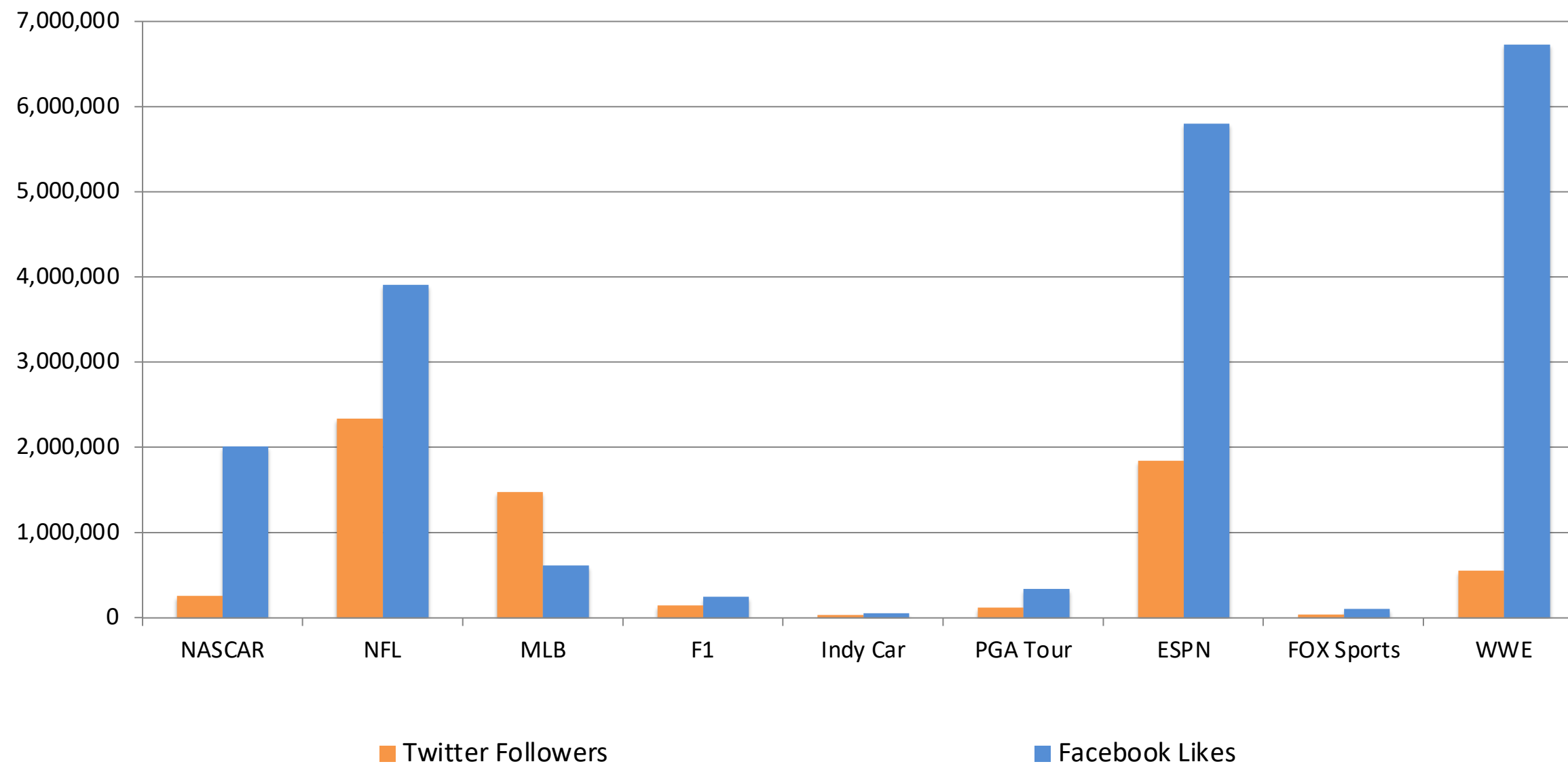
Appendix | social content stats

The following slides are a social snapshot of content volume and engagement that was captured during the content audit.
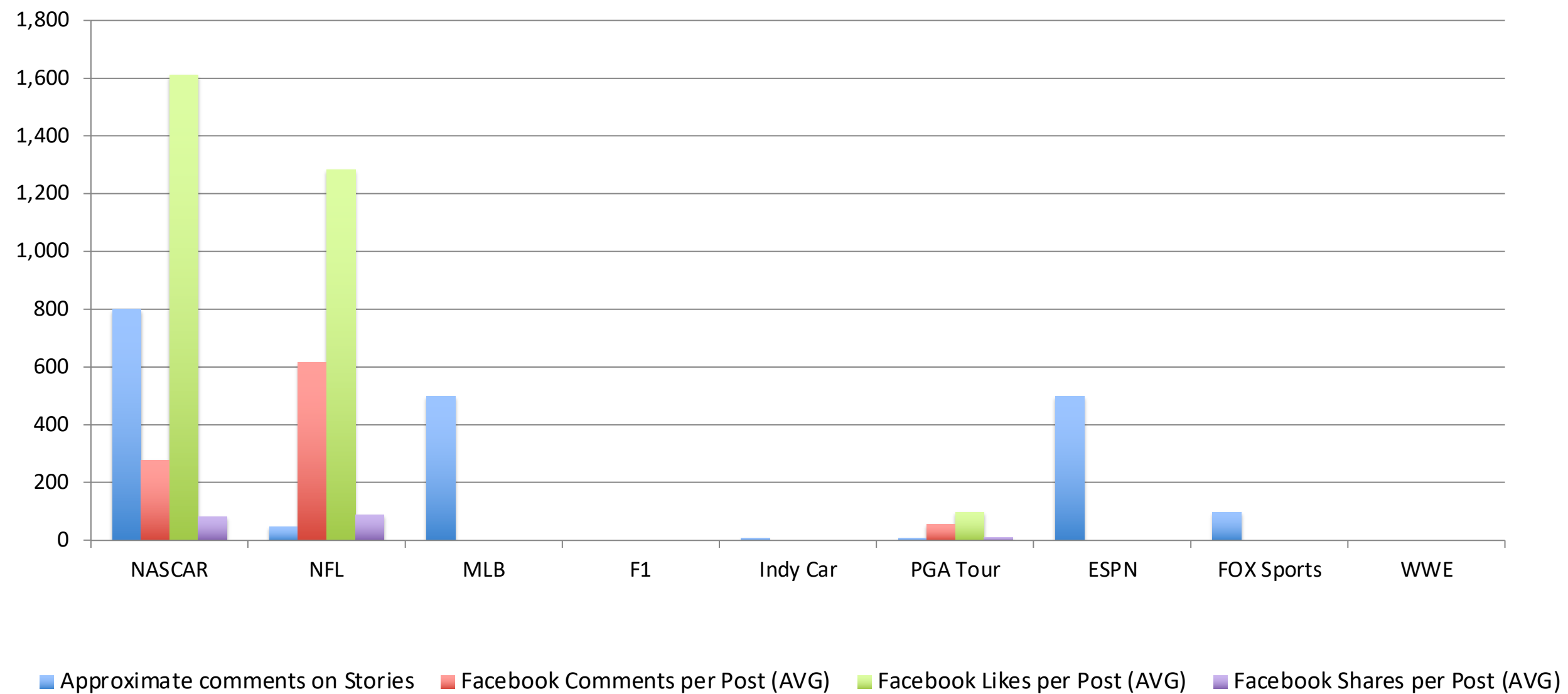
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Social content | Twitter reach

Social content | followers and fans

Social content | engagement

Legend:
- Approximate comments on Stories
- Facebook Comments per Post (AVG)
- Facebook Likes per Post (AVG)
- Facebook Shares per Post (AVG)

Social content | YouTube