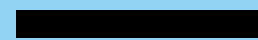


**Project samples from Clearlink**

**Alyssa Morrison**



## Introduction

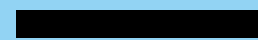
# Hi, I'm Alyssa.

---

- **From:** Boulder, CO
- **Currently:** Salt Lake City, UT
- **Projects from my role as:** UX Content Strategist with Clearlink
  - [Highspeedinternet.com](https://www.highspeedinternet.com)

**Past Project #1**

# **Internet Speed Test**



HighSpeedInternet.com

# Internet Speed Test


Test Your Download and Upload Speeds

**Start Speed Test**

Upload Speed	-
Latency (ping)	-
Provider	Comcast Cable
IP Address	2601:681:5500:2050: c8a3:dc6e:a051:d485
Server location	Denver, US

[Learn more about internet speeds](#) ▼

HighSpeedInternet.com



Download speed  
**42.85**  
Mbps

Test complete

Upload Speed	5.84 Mbps
Latency (ping)	24 ms
Provider	Comcast Cable
IP Address	2601:681:5500:2050: c8a3:dc6e:a051:d485
Server location	Denver, US

Restart ↻

Test history

# Project Summary

---

**The problem:** Our speed test page was declining in rankings. We were interested in discovering how the user experience on this page might be negatively impacting our ability to rank for speed-related terms. We wanted qualitative answers as to what might be hindering users from utilizing our tool.

**My contribution:** Ideation, drafting the user testing script, presenting this testing idea to stakeholders, executing the tests on UserTesting.com, analyzing results.

**Who I worked with:** SEO Lead to build case for tests, Managing Editor to finalize the script, Brand Manager to make sure tests targetted our main goals, team of stakeholders to review tests, entire brand team to execute on findings.

**Outcome:** We ended up with 12 user tests and a long list of recommendations from these. The suggestions are currently in the process of being implemented.

**Scale:** The speed test sees anywhere from 100k-500k pageviews a month depending on ranking.

# Results

---

**Main takeaways from our testing:** Users wanted to have their speed **contextualized**.

## **How we decided to do that:**

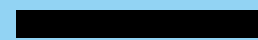
- Full rewrite
  - Rethinking the hierarchy and general tone of the content
- Design/display improvements
  - Upload speed
  - Progress bar
- Improving the post-test experience

## **We needed to answer these questions:**

- What is a good internet speed?
- What can you do with this speed?
- How does this speed compare?
- What does this mean for the user?

**Past Project #2**

# **Designing Hero Cards**



# Project Summary

---

**The problem:** HSI needed an above-the-fold CTA section solution that would level up our "compare" content. Enter the "hero card". To help HSI's compare pages achieve better UX standards, we needed to build a hero card component option. This component proved to be a key piece on successful, high-performance compare pages on other Clearlink sites. High-performing compare pages on HSI garner thousands of sessions/week - creating a missed opportunity for conversion and quick comparisons for users.

**My contribution:** Writing project brief for DEV ticket submission, making the case for this UX improvement, identifying important site-specific features, communicating needs to design and DEV.

**Who I worked with:** Project Manager to flesh out project needs, Designer to finalize mock-ups for ENG, engineer who built the component.

**Outcome:** We've seen immediate improvement in conversion rate on monetizable clicks on our high-performing compare pages since implementing the new hero cards.

**Scale:** Our top performing "compare" page sees 30k sessions/month with a 25% average conversion rate on money-making clicks.



# Before

## Fastest Routers for Gigabit Internet

Pro picks for the fastest Wi-Fi possible



by Peter Christiansen  
Edited by Cara Haynes

Jun 21, 2021 | Share [f](#) [t](#) [r](#)

[Equipment Guides](#), [Internet Speed Guides](#)

Best overall

Best value

Best for gamers

Best for budgets



NETGEAR Nighthawk AX12

TP-Link Archer AX6000

ASUS RT-AC5300

TP-Link Archer AX1500

\$499.99\*

\$319.98\*

\$299.99\*

\$79.99\*

[View on Amazon](#)

[View on Amazon](#)

[View on Amazon](#)

[View on Amazon](#)

\*Amazon.com prices (as of 10/8/2020 17:35 MST). [Read full disclaimer.](#)

# Mock-ups

Best Indication

**verizon**<sup>v</sup>  
authorized retailer

Brand/Product Name

★★★★☆  
User Rating (000)

Starting at \$000.00/mo

✓ Pro Bullet List

✓ Pro Bullet List

✗ Con Bullet List

• bulleted brand/product info

• bulleted brand/product info

• bulleted brand/product info

View plans

Secondary Text Link CTA

Best Indication

**verizon**<sup>v</sup>  
authorized retailer

Brand/Product Name

★★★★☆  
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• bulleted brand/product info

• bulleted brand/product info

• bulleted brand/product info

View plans

Secondary Text Link CTA

# Live example

## Fastest Internet Providers 2021



by [Rebecca Lee Armstrong](#) and [Peter Holslin](#)

Edited by [Aaron Gates](#)

Aug 20, 2021 | Share [f](#) [t](#) [r](#)

[Brand Guides](#), [Featured](#), [Internet Speed Guides](#)

### Fastest overall



- ✓ Fastest fiber-optic speeds in the United States
- ✓ No price hikes on packages
- ✗ Very limited availability

**Avg. download speed:** 160.5 Mbps

**Max advertised speeds:** 2,000 Mbps

**Prices:** \$70.00–\$100.00/mo.

Check Availability

### Most nationwide availability



- ✓ Fastest internet provider with the largest US coverage
- ✓ Wide range of prices and plans
- ✗ Data caps on all plans (including gigabit)

**Avg. download speed:** 131.6 Mbps

**Max advertised speeds:** 2,000 Mbps

**Prices:** \$24.00–\$299.95/mo.

View Plans

### Widest fiber availability



- ✓ Largest fiber network in the country
- ✓ Lower prices for fast speeds
- ✗ Expensive gigabit plan

**Avg. download speed:** 138.0 Mbps

**Max advertised speeds:** Up to 940 Mbps

**Prices:** \$24.99 - \$299.95

View Plans

**Thank You**

