



PERSONAS

ACONA

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Anja

Role: Content Manager

Age: 26

Job: Content Manager for a smaller news portal

Location: Graz

Description: Good web-knowledge, experience with various content systems, interested in current news and how to make content more visible.



Other tools/websites

Anja is interested in all news portals and extends her interest beyond borders. She likes to find new content and trending stories that might become trending for the website she is working on.

Goals & motivations

To get as much traffic on her stories as possible. She wants to have an easy to use CMS to be able to produce content easily and quickly in all forms possible. She would like to see how content is performing at all times and how she could improve it. As there is already a lot of content on the site, some pages have a lot of potential and would be updated if she would know which ones and how.

Frustrations

When a good story doesn't perform and is not visible.
Creating content takes too much time and effort and if finding related content is too much work.
When she doesn't know how her content is performing alone and in relation to other content.

Current involvement with Project/Customer

She needs a tool to see how her stories could perform better, how she can make better content that people will find on search engines.

Potential roles in our ecosystem

Using the tool to meet her goals.



Daniel

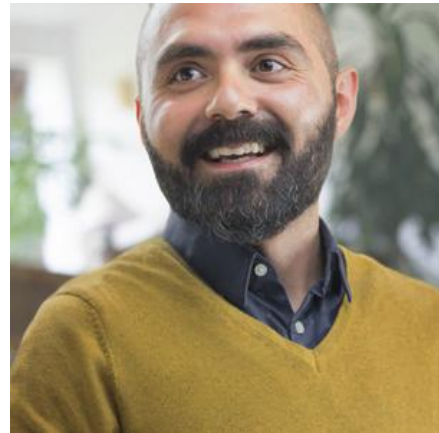
Role: SEO and SEM consultant

Age: 43

Job: Self-Employed, SEO and SEM consultant.

Location: Vienna

Description: Self-employed SEO and SEM consultant that has years of experience in marketing, analytics and SEO/SEM. Tries to get the best possible service for his clients. Also owns his own website.



Other tools/websites

As a SEO/SEM consultant he is using a fair amount of SEO and analytics tools that help meet the goals set with his clients. He is always on the lookout for new and better ways to get to the goals faster.

Goals & motivations

To be able to provide a next step and something more to his clients.

Frustrations

When the proposed solutions are too expensive for the client.

When the client doesn't have the resources to update content that would bring more value and traffic for the site.

Current involvement with Project/Customer

He discovered the tool at a conference and loved what it can do.

He would like to provide the tool to his customers and also use it for his website.

Potential roles in our ecosystem

Middle man at providing the customer with the tool. With his knowledge in the analytics, SEM/SEO and marketing he is also a great asset for valuable feedback.



Markus

Role: Developer

Age: 34

Job: Web and APP Developer

Location: Vienna

Description: He is a web and app developer, working in Backend and in the Frontend. Creating websites and applications



Other tools/websites

Implementing different kinds of analytics tools and SEO plugins for his clients.

Goals & motivations

He wants to build great websites and applications that are well designed and functional. He likes it when one of his projects goes online and everything works as it is supposed to.

Frustrations

He gets frustrated when he can't find information on how to solve an issue or what the requirements are. He needs well documented processes and tools to easily update and maintain the websites. He needs to know exactly who is responsible for what.

Current involvement with Project/Customer

A client would like for him to integrate Acona for his website or application. He needs good documentation on how to do this and how it works. Support would also be important.

Potential roles in our ecosystem

Integration Acona to different projects. Providing feedback.



Anita

Role: Website Owner

Age: 22

Job: Start up with a webshop

Location: Vienna

Description: Great marketing knowledge and basic website knowledge. Interested in sports and sporting equipment. Just started a business and want to create an online store for sporting equipment and provide instructors.



Other websites

Interested in sports and sporting activities in general. Always on the lookout for the next big thing.

Goals & motivations

Would like to take off with the new online shop and sell as much as possible plus get as many clients as possible.

As she doesn't have the best knowledge on how to rank on top, she needs some tools to help provide that information.

Userstories

Userstories for Website Owners (Anita)

- As a website owner I can set metrics that are only important for my business and get recommendations accordingly.
- As a website owner I can check one of my pages and get personalized recommendations on what can be improved.
- As a website owner I see an overview of all the metrics and data shown in a nice graph.



- As a website owner I see how important metrics have been improved/declined in time for specific pages.
- As a website owner I see what pages are working well and what pages need to be improved or have great potential.
- As a website owner I get notifications when an important metric is not behaving like forecasted (e.g. OrganicClicks suddenly drop, and it's not weekend)

Userstories for Content Manager (Anja)

- As a content manager I see a recommendation on a page I created to perform better according to the business metrics.
- As a content manager I have a great overview of all my content and recommendations.
- As a content manager I can see how the changes impacted the metrics.
- As a content manager I see which content I should adjust sooner and the adjustments might have a bigger impact and which pages I can adjust when I have time for it.
- As a content manager I get an insight into what is important when I write content and have to do less improvements in the future.

Userstories for Developers (Markus)

- As a developer I can integrate Acona to different websites (using CMS like Neos, Drupal, Wordpress etc.).
- As a developer I get all the documentation I need to correctly integrate Acona to websites and test it.
- As a developer I have a central location where I can report bugs and work on improvements, so that the community has a point to meet and communicate.
- As a developer I want to work on Open Source products and I have all the information about licenses and copyrights, so that I can start to install my own ACONA version and customize it to my needs without hassles.



Userstories for SEO consultants (Daniel)

- As a SEO consultant I can see my most important metrics and its history, so I always have an overview about the content performance.
- As a SEO consultant I can see recommendations to further improve my content directly in the CMS, so I have all information directly where content is created, updated and improved.
- As a SEO consultant I can find the correct tools and have an idea about the data that has been used in order to get the needed recommendations.
- As a SEO consultant I can set up my personal success score definition for my content, and can also vary this by content type. This way I can prioritize specific metrics for specific page types and have a comparable score for all my content items, that is the base for further improvements.
- As a SEO consultant I want ACONA to use my own data to create recommendations that are specifically generated for my project, so I don't have to rely on only generic rules.