



The site design is created with a variety of screen sizes in mind, and it scales well across smartphones, tablets and desktop computers.



The Recipe section with implemented improvements.

Re-launched CaliforniaAvocado.com Provides Improved User Experience

The CaliforniaAvocado.com website, which serves as the content hub for all things related to California avocados, is one of the California Avocado Commission's most effective means of engaging consumers with the brand. It provides thousands of recipes for any dietary lifestyle, introduces fans to California avocado growers, shares preparation tips and nutrition information, and addresses consumers' questions and interests through entertaining content. Because the website plays such a crucial role, the Commission has routinely upgraded the site over the past two decades in line with emerging technologies. This year, however, with the website software approaching the end of its useful life and the software maker ending support, the Commission undertook a more substantial website upgrade— launching the newly optimized site on September 16, 2020.

Since the Commission first launched its consumer website, people have come to rely more heavily on digital content for inspiration, information and entertainment. When it comes to California avocados, they seek instant access to inspirational recipes, demonstration videos, informative blogs and nutritional information that suits their lifestyle — and they do so increasingly on mobile devices. This increasing penchant for new content served as the impetus for the Commission's year-long website upgrade. The redesigned site goals were to:

- streamline the browsing experience to ensure visitors could find the content they were looking for
- be more accessible on smaller mobile devices
- simplify the content management workflow on the back end of the site to ensure staff could more easily publish fresh content on a frequent basis

To reach these goals, the Commission chose to migrate all its content to the WordPress content management system. WordPress is a popular CMS solution that can be scaled and

adapted to future website needs and is recognized for its user-friendly interface that allows site administrators to easily redesign pages and upload content. WordPress also, importantly, provides a more mobile-friendly user interface — ensuring the website is properly resized for optimal viewing on mobile devices and the navigation menus are easy to access on smaller phones or tablets.

To enhance the user experience, the website team audited all its existing content and restructured its navigation menus to make them more intuitive. In addition, *The Scoop* blog — which used to live on a separate website — was integrated into the main site, a move that also will help improve the website's search engine rankings.

With the new CMS in place, the Commission can more efficiently and effectively deliver on the website's objective to increase California Avocados' perceived value, preference and loyalty with CAC's targets. The new site features a fresh, modern-looking digital design optimized for mobile devices that loads at least 30% faster than before, creating a positive user experience that should invite consumer engagement, increase site visits and positively impact the site's search engine optimization rankings on Google, the Commission's top referral source.

Another benefit of the WordPress CMS is that it is completely free to use, which will mean significant savings on operating costs for hosting and CMS software licensing. CAC staff also was trained to use the new CMS in the fourth quarter of 2020 and are expected to experience an improvement in the speed and quality of the daily content-editing workflow. The ease with which the new website content can be updated by CAC staff will benefit growers by saving Commission staff time while keeping CaliforniaAvocado.com fresh and engaging for fans and consumers. 🥑